

PROMOTION STRATEGY BY MALANG CITY GOVERNMENT IN CREATING MUSEUM MPU PURWA AS TOURISM DESTINATION

(Study at The Department of Culture and Tourism of Malang City)

THESIS

**This Thesis is to Fulfill a Bachelor Degree Requirement of Public
Administration
Faculty of Administrative Science, University of Brawijaya**

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MOTTO

Don't compare your progress with that of others. We all need our own time to travel our own distance.

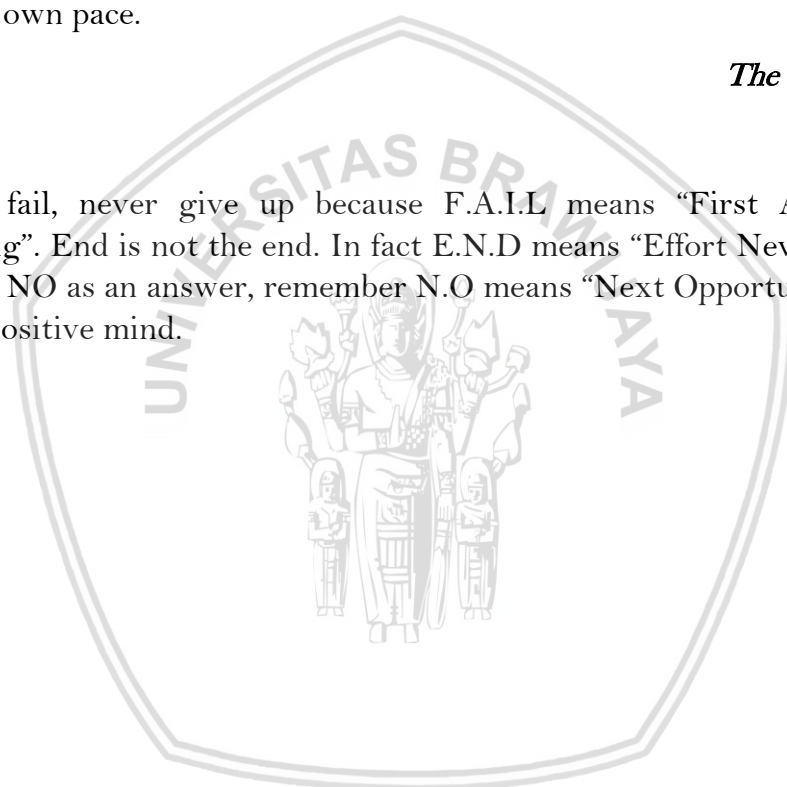
The Good Quote

Understand that everyone is learning and growing on their own journey at their own pace.

The Good Quote

If you fail, never give up because F.A.I.L means "First Attempt In Learning". End is not the end. In fact E.N.D means "Effort Never Dies". If you get NO as an answer, remember N.O means "Next Opportunity". Keep up for positive mind.

Anonym



UNDERGRADUATE THESIS APPROVAL

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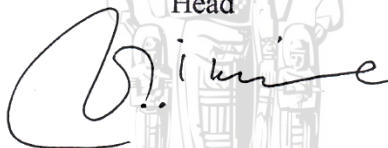
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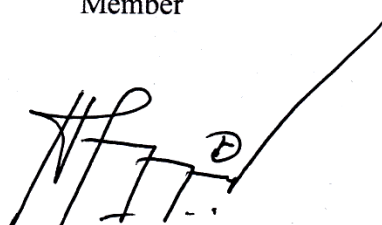
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STATEMENT OF UNDERGRADUATE THESIS ORIGINALITY

I declare with the truth along of my knowledge, in thins undergraduate thesis manuscript which titled **“Promotion Strategy by Malang City Government in Creating Museum Mpu Purwa as Tourism Destination (Study at Department of Culture and Tourism of Malang City)”** there is no scientific creation that have been proposed by another party to obtain masterpiece or opinions that ever been written or published by others, except that in written is cited in this manuscript and referred into the source of citation and bibliography.

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Malang, May 1st 2018



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THIS MASTERPIECE IS DEDICATED FOR :

Thankfulness researcher prays to Allah SWT. With the blessing, the researcher can be finishing this masterpiece with convenience and make the process of providing the lesson for the researcher for always endeavor, patience, and faith. And *Alhamdulillah RabbilAalamiin* on the presence of Allah SWT who has given His Grace and His Hidayah, so that researcher can finish this thesis in a timely manner.

This study is wholeheartedly dedicated to my beloved parents. With all my gratitude for the sacrifice that never get tired and for always pray for me, who have been our source of inspiration and gave me strength when I thought of giving up, who continually provide their moral, spiritual, emotional, and financial support. so that researcher can be up to take bachelor degree, there is no words and replies can compete your struggle, affection, and love. Hopefully, after I got my Bachelor Degree can make my parents proud of me and insyaallah things wil only get better from here. Aameen.

Estylita Dea Fawzia, 2018. **Promotion Strategy by Malang City Government in Creating Museum Mpu Purwa as Tourism Destination (Study at The Department of Culture and Tourism of Malang City)**. Thesis. Study Program of Public Administration, Departement of Public Administration, Faculty of Administrative Science, University of Brawijaya. Advisor: Wike, S.Sos., M.Si. DPA. 140 pages+ xvi.

SUMMARY

This study discusses the strategy of Malang City Government, especially in this case is Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as Tourism Destination. Through the research that has been done, in the promotion strategy of the Department of Culture and Tourism of Malang City has three (3) things that can help the promotion of Museum Mpu Purwa such as activities and promotional programs, cooperation of tourism promotion, and budget of promotional activities. This study also discusses the supporting factors and observers of the promotion strategy in the Department of Culture and Tourism of Malang City if viewed through the indicator Marketing Mix Strategy (4P), namely product, price, promotion and place.

This type of research used descriptive research type with qualitative approach. Descriptive method is to solve the problem based on existing facts. Qualitative research is research that intends to understand the existing phenomenon. With this type of descriptive qualitative research, the researcher will be able to describe the reality in the field about the condition of Museum Mpu Purwa, Malang Government Promotion Strategy in Creating Museum Mpu Purwa as a Tourism Destination in Malang. And be able to analyze the supporting factors and inhibiting promotional strategies that have been done the Government of Malang, especially the Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as Tourism Destination.

The results of this research is to give some suggestions and some additional inputs to Museum Mpu Purwa that in the formation of museum strategy, must consider between the desire and the needs of visitors with the main purpose of the museum, which is to present the mission of education to the public and become interesting sights to visit.

Keywords : Strategy, Promotion, Museum Mpu Purwa.

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RINGKASAN

Penelitian ini membahas tentang strategi Pemerintah Kota Malang, khususnya dalam hal ini adalah Dinas Kebudayaan dan Pariwisata Kota Malang dalam menjadikan Museum Purwa Mpu sebagai Destinasi Wisata. Melalui penelitian yang telah dilakukan, dalam strategi promosi Dinas Kebudayaan dan Pariwisata Kota Malang memiliki tiga (3) hal yang dapat membantu promosi Museum Mpu Purwa seperti kegiatan dan program promosi, kerjasama promosi pariwisata, dan anggaran kegiatan promosi. Penelitian ini juga membahas faktor-faktor pendukung dan pengamat strategi promosi dari Dinas Kebudayaan dan Pariwisata Kota Malang jika dilihat melalui indikator Strategi Bauran Pemasaran (4P), yaitu *Product* (produk), *Price* (harga), *Promotion* (promosi) dan *Place* (tempat).

Jenis penelitian ini menggunakan tipe penelitian deskriptif dengan pendekatan kualitatif. Metode deskriptif adalah memecahkan masalah berdasarkan fakta-fakta yang ada. Penelitian kualitatif adalah penelitian yang bermaksud untuk memahami fenomena yang ada. Dengan jenis penelitian kualitatif deskriptif ini, peneliti akan mampu menggambarkan realitas di lapangan tentang kondisi Museum Mpu Purwa, Strategi Promosi Pemerintah Kota Malang dalam Menciptakan Museum Mpu Purwa sebagai Tempat Wisata di Malang. Serta mampu menganalisis faktor-faktor pendukung dan penghambat strategi promosi yang telah dilakukan Pemerintah Kota Malang, khususnya Dinas Kebudayaan dan Pariwisata Kota Malang dalam menciptakan Museum Mpu Purwa sebagai Tempat Wisata.

Hasil dari penelitian ini adalah memberikan saran dan masukan kepada Museum Mpu Purwa bahwa dalam pembentukan strategi museum, harus mempertimbangkan antara keinginan dan kebutuhan pengunjung dengan tujuan utama museum, yaitu untuk menyajikan misi pendidikan ke publik dan menjadi tempat menarik untuk dikunjungi.

Kata Kunci : Strategi, Promosi, Museum Mpu Purwa.

PREFACE

Praise and Gratitude to Allah SWT, researcher pray toward for blessings, because of the grace and guidance from Allah SWT researcher can be accomplished this undergraduate thesis which titled “Promotion Strategy by Malang City Government in Creating Museum Mpu Purwa as Tourism Destination (Study at The Department of Culture and Tourism of Malang City)” with concenience and well.

This undergraduate thesis is one of the graduation requirement for obtaining a bachelor’s degree in Public Administration at Administrative Sciences Faculty of Brawijaya University Malang. researcher realized that the arangement of this undergraduate thesis will not be realized without help and encouragement from various parties. Therefore, on thins occassion researcher want to say thank you for:

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In preparation of this undergraduate thesis, the author has tried as best and maximum as possible in obtaining the best results. However, if there are deficiencies in this thesis, with humility the author open themselves to all criticism and suggestions from all parties to be able to improve this thesis. And hopefully this thesis can be a reference material for other researchers and can be refined through research with the same theme.

Malang, May 1st 2018

Researcher

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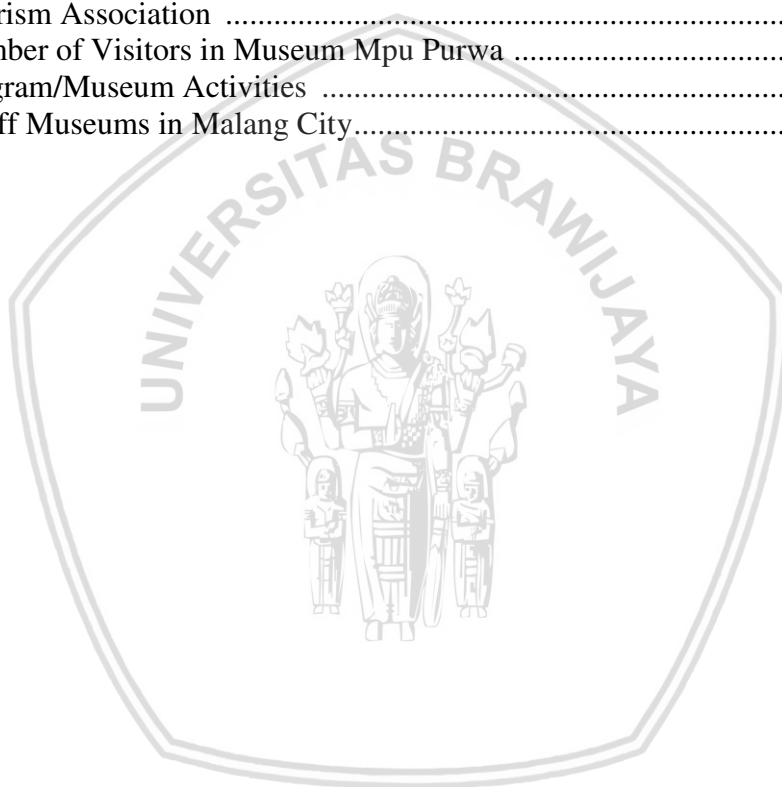
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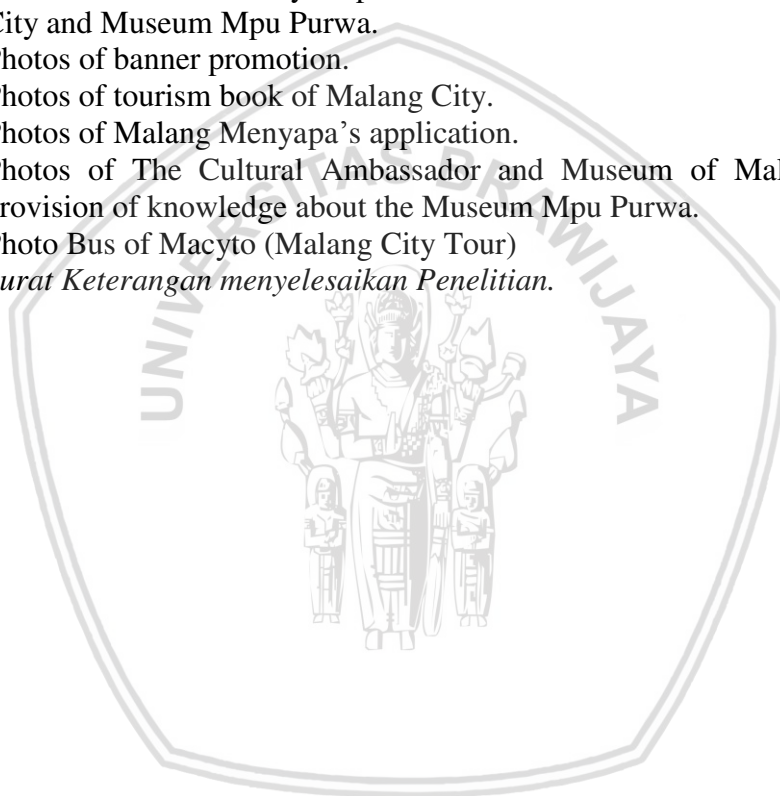
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CHAPTER I

INTRODUCTION

A. Background

The development of culture that has been experienced by Indonesia has been started since from prehistoric era until today in the era of technology. Indonesia has a lot of nature, culture, and history that is very interesting to be used as a tourist destination. According to Pederson (2002, in Southall and Robinson, 2011: 177), heritage tourism as embracing both ecotourism and cultural tourism, with an emphasis on conservation and cultural heritage. Through this definition, it can be explained that cultural heritage tours can embrace ecotourism and cultural tourism itself. The development of cultural heritage tours in urban areas is ideal because a city will not lose its local identity, and provide an insight and a sense of pride in the local city's history and local culture.

In improving the identity of a nation that is very closely related to advancing education for the wider community. Cultural and historical preservation is very useful, because it is one of the goals of tourism development in the world. One example is the presence of educational tourism can help Indonesian tourism in advancing education, cultural preservation and history.

Educational tour is a tourist trip that is intended to provide an overview, comparative study or knowledge of the field of work that has been visited.

This type of tour is also called a study tour or travel knowledge visits (Suwanto, 1997). Based on the explanation, it can be said that educational tour is a tourist trip that has added value in terms of education, not just for travel, but also to adding an educational values for all participants.

Talking about educational tours, one example that needs to be developed is the museum. While in the present day, the museum is experiencing new demands that a museum no longer holds the image as a collection of ancient objects, but also as an institution that serving the community to give an information and education center, as a convenient place for recreation, and the development of the cultural and tourism sector from a country, especially in the education sector of the country because the museum provides information sources covering all aspects of culture and the environment. The demands are caused by the museum undergoes a shift or a paradigm shift which initially focuses on the study of the collection becomes the focus on public or community study. At the end of the 20th century, these demands began to emerge along with the changing understanding of the museum (Winarni, 2013: 30).

The definition of museum is presented by the American Association of Museums (AAM) in (Kotler, 2008: 8), namely:

museums as public or private/non-profit organizations that exist permanently for basic aesthetic purposes of education and every individual needs to know and learn how to love objects of life or death, because the museum is open to the public then managers are regularly obliged to develop what is become the identity of the nation.

Through the definition of museum that has been delivered by AAM, there appears to be an emphasis that the museum is a reliable source of education and information sources. And the museum as a non-profit institution is not a place or institution to seek the profit. Museum with an interesting image is a museum that provides educational and recreational services so that people interested to come to the museum. Based on that, the change image of museum toward the positive direction is needed to create the impression that the museum is able to become a choice of tourism compared to other tourist attractions that are less attention and less to provide aspects of education.

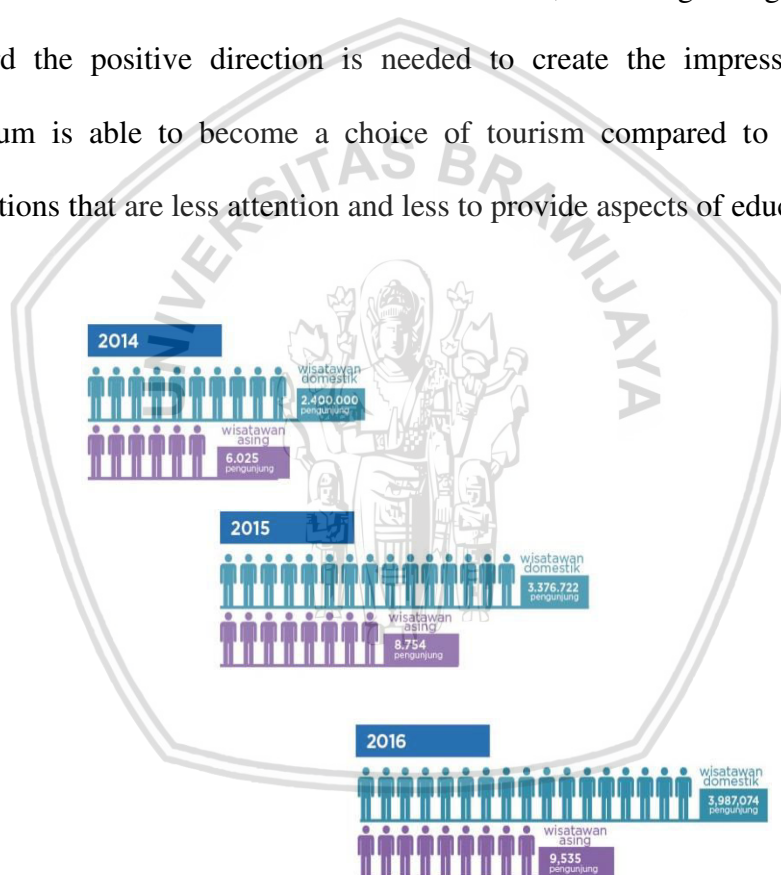


Figure 1. Visitor Data and Profile of Malang City

Source: Malang City in Figures Year 2015-2016 through the Department of Culture and Tourism of Malang City

The tourism sector in Indonesia currently began to be encouraged, including Malang City. Seen by the figure above that there is increasing number of tourists both abroad and domestic in each year. Malang as the

second largest city in East Java and as a city known as "Tribina Cita" which means the city of Education, Industry and Tourism, is expected for always increasing the number of visitor in Malang City. Promotion strategies should be professionally designed so that, will be attracting tourists come to Malang. This is in line with the Development Master Plan (RIPPARNAS) year 2010-2025, which focuses on tourism destinations, tourism marketing, tourism industry and tourism institutions.

Table 1. Museums in Malang City

Number	Tourist attraction	Address	Managers/ Founders	Price of admission
1.	Museum Mpu Purwa	Soekarno Hatta Street, Griya Santha Housing Complex Block. B, No. 210, Malang.	Department of Culture and Tourism of Malang City	Free
2.	Museum Brawijaya	Ijen Street, No. 25 A, Gading Kasri, Klojen, Malang.	Kodam Brawijaya	Rp. 1.500
3.	Bentoel Historical Museum	Wiromargo Street No. 32 Malang.	P.T Bentoel	Free
4.	Indonesian Music's Museum	Nusakambangan Street No. 19, Kasin, Klojen, Malang.	Community of Katjoetangan Lovers	Rp. 5000 (free for childrens)
5.	Museum of Malang Tempo Doeloe	Gajahmada Street No. 2, Malang.	Dwi Cahyono (humanist)	Rp. 10.000–Rp. 25.000

Source: Department of Culture and Tourism Malang, 2017 and processed by the author.

Malang has a unique history, interesting and long to be research and studied. Malang was ever become the center of the Kanjuruhan Kingdom, Tumapel and is the territory of the Ancient Mataram Kingdom and Majapahit Kingdom. Malang City also has been the center of the Sengguruh Kingdom which is the last kingdom in Java Island. Those kingdoms of course leaving the heritage objects which are heritage objects where the relics are collected at a place of storage of ancient objects that is in Museum Mpu Purwa. Mpu Purwa Museum is an archaeological rescue hall or known as Mpu Purwa Museum in which there are statues, inscriptions, objects of worship facilities in the megalithic period, fragments of buildings, and there are also ancient manuscripts. Museum Mpu Purwa as a cultural heritage object has the high artistic of value. Therefore, from many national cultures that need to get attention is a cultural heritage object. These cultural heritage objects are the cultural treasures of the nation which means very important for the understanding and development of history, science and culture, so it is necessary to be protected and also preserved for the cultivation of awareness of Indonesian national identity and national interests. And from the five museums that have been mentioned on the table above, only Museum Mpu Purwa which saved the objects of cultural heritage where the relics of the kingdoms in Malang, only this museum is managed by the Government of Malang, the Department of Culture and Tourism of Malang City. And when doing visitation in the Museum Mpu Purwa is free of charge.

Museum Mpu Purwa is included to the cultural heritage whose the existence is protected by law. According to Law Number 11 Year 2010:

“cultural heritage is material in the form of cultural heritage, heritage building, cultural heritage structure, heritage sites and cultural heritage area on land and/or in water that need to be preserved since it has important value for history, science, education, religion, and or culture through the process of determination.”



Figure 2. Directions of Museum Mpu Purwa

Source: Author Documentation (2017)

Museum Mpu Purwa is located at Jalan Soekarno Hatta No. 210, entered into the Griyasantha housing complex. Although the address begins with "Soekarno Hatta's Street" which is located in the middle of the city, this museum is not located at the edge of the protocol road. There's only a yellow board with the name of the museum and red arrows on the side of the road. But the board points to a university hospital, not a museum. Because of the existence of this museum is behind the Brawijaya University's Hospital.

This museum was formerly called with the Rescue Hall. Because the first indeed only serves as a place to store and take care of objects that contain

historical and cultural values, especially those associated with the growth of Malang since the VIII century until the 1950s. Because all aspects that have been fulfilled as tourism and educational support facilities, then in 2004 Museum Mpu Purwa has been inaugurated. There is suitability between the historical subject with the collection of objects in the museum, it made Museum Mpu Purwa as a source of learning by educators from several schools.

Table 2. Number of Visitors in Museum Mpu Purwa

2013	2014	2015	2016
1.300	1.025	718	823
Visitors	Visitors	Visitors	Visitors

Source: Department of Culture and Tourism of Malang City. 2016.

Can be seen in the table above shows that although Museum Mpu Purwa is already fulfilled as an educational support facility, the number of visitors every year decreased. And from the author interview with Mimin (Caretaker of Museum) said that visitors of Museum Mpu Purwa majority from out of town, society around museum and society very rarely visit and even people of Malang city many people of Malang just do not know this place. While, around of this museum there are elementary, junior high, and high school campus. And to visit this museum, visitors are free of charge.

The decreasing condition of visitors illustrates that the interest of tourists to visit Museum Mpu Purwa is still very low. Museum should be able to present themselves with creative packaging so that the visitors do not conclude that the museum is not only a place to show off objects or cultures that have

died (frozen culture). Museum should present themselves that what is on display is closely related to the actual life today. Therefore, it is necessary to have a proper promotion strategy and directed to attract tourists to have a desire to visit.

Promotion activities at Museum Mpu Purwa that has been done for along this time is still not enough and need pay attention. This is in line with the statement of Mrs. Mimin as Caretaker of Museum Mpu Purwa, most visitors who come to know Museum Mpu Purwa only through word of mouth, and promotion through the media website of the Department of Culture and Tourism of Malang City also impressed that still not maximal, it will refer to the less of information about the tourism object. And in fact, the website mentioned even there is no update or additional information about the current condition of the museum.



Figure 3. Blogspot of Museum Mpu Purwa
Source: *mpupurwamalang.blogspot.co.id*

The condition of Indonesia nowadays in the tendency of a consumptive society. The society who buy products that are served and marketed by the mass media. The advent of recreational facilities put aside the position of the museum as an educational and recreational institution as a choice of leisure venues. Therefore, the museum should have an attractive image so that it can compete with the means and products available in this consumerist era.

The role of the Department of Culture and Tourism of Malang City in this case is very important to be able to support tourism activities by held museum promotion activities. In accordance with regulation by the Mayor of Malang Number 38 year 2016, which contains the Main Duty and Function Department of Culture and Tourism of Malang City in article 3 paragraph 2 on the first, seven, ten and eleven point "Department of Culture and Tourism has a function in preparation of planning, manage the cultural heritage, and doing promotion of tourism potential." So that, it is clear enough in the implementation, it takes a promotional strategy that can help the Department of Culture and Tourism in achieving goals that have been made in accordance with the vision and mission. Where the vision and mission is very useful in creating a good reputation of museum in order to increase the attraction of the museum in front of the public.

Promotion as one of the missions to develop tourism (especially educational tourism museum) has the sense that the communication activities of tourism organizers trying to influence the audience from where the product sales depend (Pitana and Suryadiatra, 2009: 177). Promotion can work for two

parties, first for travelers, and second for intermediary buyers or travel agencies. Department of Culture and Tourism of Malang City as the shareholder in tourism promotion activities is very responsible for the promotion strategies in tourism promotion activities and promotion activities of Museum Mpu Purwa to be good and interesting. The more interesting and interesting promotions made by Department of Culture and Tourism of Malang City it's expected to attract more tourists to visit in to Malang and it will make Museum Mpu Purwa as one of the tourism destinations that will be visited when tourist doing visitation in Malang City.

Based on the descriptions above, it can be concluded that Museum Mpu Purwa still needs a new strategy to promote it. So that will be a tourism destination in Malang, also to show to the foreign tourists, national tourists and especially to the society around Malang City that Malang has a cultural heritage, that is Museum Mpu Purwa. Based on the reasons above, then attract the attention of the researcher doing review and reasearch about Promotion Strategy by Malang City Government in Creating Museum Mpu Purwa as Tourism Destination.

B. Problem Formulation

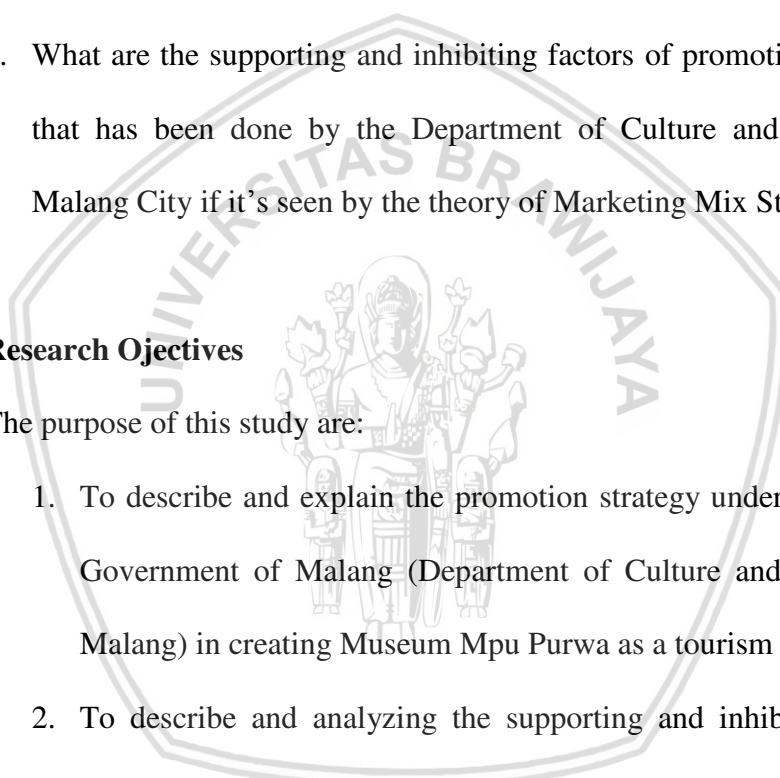
Based on the description on the background above, then the formulation of the problem in this study are:

1. How is the promotion strategy by Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as a tourism destination?
2. What are the supporting and inhibiting factors of promotion strategies that has been done by the Department of Culture and Tourism of Malang City if it's seen by the theory of Marketing Mix Strategy (4P)?

C. Research Ojectives

The purpose of this study are:

1. To describe and explain the promotion strategy undertaken by the Government of Malang (Department of Culture and Tourism of Malang) in creating Museum Mpu Purwa as a tourism destination.
2. To describe and analyzing the supporting and inhibiting factors promotional strategy that has been done by the Department of Culture and Tourism of Malang City to create Museum Mpu Purwa as a tourism destination in Malang it's seen by the theory of Marketing Mix Strategy (4P).



D. Research Contribution

Contributions related to the preparation of this undergraduate thesis as follows:

1. Practically

- a. The results of this study are expected to provide insight and overview for government, community and stakeholders involved in promotion strategy Museum Mpu Purwa to be able to attract visitors, and become information to the general public about the existence of Museum Mpu Purwa as one tourism destination and as educational efforts of Javanese culture.

- b. Can provide benefits for further researchers as a basis, or as a guideline implementation of further research on Promotion Strategy by Malang City Government in Creating Museum Mpu Purwa as Tourism Destination.

2. Theoretically

As a material of study and for adding the scientific knowledge for the development of public administration science.

E. Systematical Writing

CHAPTER I : INTRODUCTION

In the chapter I consists of background, problem formulation, research objectives, research contributions and systematic discussion.

CHAPTER II : REVIEW OF LITERATURE

In the chapter II it outlines the theoretical reference to authors derived from relevant books, journals and previous research results. The theories used in this study include a study of strategies consisting of the definition of strategy, elements of strategy, and type-time strategy. Promotion consisting of understanding of promotion, promotion purpose, marketing mix strategy. Tourism which consists of the definition of tourism, understanding of tourist destinations. A museum consisting of a museum definition, museum types, and museum functions. Educational tour consisting of tours in terms of numbers, and tours in terms of intent and purpose. Then the description of the Museum Mpu Purwa. And the last is the promotion strategy by Malang City Government in creating Museum Mpu Purwa as a tourism destination that consists of tourism promotion strategies and the concept strategy of museum.

CHAPTER III : RESEARCH METHOD

In the chapter III consist of the research methods that the authors use in research, which includes the type of research, research focus, location and site research, types of data, sources of data, data collection, instruments of research, data analysis, and validity of data.

CHAPTER IV : RESULTS AND DISCUSSIONS

In the chapter IV describes the general overview of research sites, data presentation and data interpretation analysis.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

In the chapter V is the last chapter, which contains the conclusions of the main findings of research in accordance with research objectives and suggestions related to the results of research which can then be used as a recommendation in further research.



CHAPTER II

LITERATURE REVIEW

A. Previous Study

In this research, the researcher used previous study as a benchmark and reference to solve it, previous research facilitate the author in determining the steps systematic for the preparation of research in terms of theory and concept.

1. Research was conducted by Dian Sulistyowati with the title **Strategy of Educational Museum and its Marketing (Case Study at Jakarta Historical Museum)**. The research discussed the educational and marketing strategies of Jakarta Historical Museum based on a review of services to museum visitors. The research used descriptive qualitative research supported by quantitative data. The results of research in the form of suggestions and inputs for the Jakarta Historical Museum that in the formation of museum strategy, must consider between the desire and the needs of visitors with the main goal of the museum, which is to present the mission of education to the public. In this study only use one component of 4 (four) components that exist in Marketing Mix Strategy, that is promotion. While the authors use 4 (four) components of Marketing Mix Strategy to analyze the inhibiting and supporting factors of the promotion strategy that has been done by the Department of Culture and Tourism

of Malang City in creating Museum Mpu Purwa as a tourism destination.

2. Research conducted by Dewi Wahyu Ningsih with title **Marketing Strategy of Marketing Mix at Museum Bung Karno Blitar as Branding Efforts**. The research used qualitative descriptive research method. And the study aims to provide knowledge to the provider of information institutions the importance of information marketing efforts to be one of the efforts to increase the branding of Museum Bung Karno among information institutions of similar or non-similar. The difference of the study with the thesis examined by the author, the author does not use the theory of branding in promotion theory.
3. Research was conducted by Wira Nofia Puspitasari in 2015, with the title of **Tourism Promotion Strategy of Malang City (Study on The Department of Culture and Tourism of Malang City)**. The research uses descriptive research method with qualitative approach, because the research is intended to describe the tourism promotion strategy of Malang City by solving the problem based on the facts. The results of the first study is to show that tourism promotion strategy includes activities and programs, promotional cooperation, and budget required; second, inhibiting factors and supporting tourism promotion strategies; and the last promotional strategy seen through SWOT basically requires awareness and commitment of each actor. As well as providing some recommendations given such as raising awareness

and communication, improving shopping tours, and improving the attraction of tourist attraction. The difference of this research with the research that the author carefully is, research conducted by Wira Nofia Puspitasari aims to describe and analyze existing tourism promotion policy used in Malang and analyzed through SWOT analysis. While the aim of the author is to describe and promote the promotion strategy undertaken by the Government of Malang (Department of Culture and Tourism of Malang) in Museum Mpu Purwa as a tourism destination.

B. Public Administration

The word Administration comes from the Latin (Greek) 'ad' and 'ministiare' which in Bahasa Indonesia (Indonesian language) means serving or fulfilling. In general, the definition of Administration can be defined as group activities that work together to achieve common goals. Meanwhile, in the opinion of A. Dunsire, quoted by Keban (2008: 2), administration is defined as the direction, the government, the implementation activities, the directing activities, the creation of the principles of public policy implementation, the activities of analyzing, balancing and presenting decisions, policy considerations, as individual and group work in generating public goods and services, and as an arena for academic and theoretical work.

Public Administration by Chandler and Plano in Keban (2008: 4) is the process by which resources and public personnel are organized and

coordinated to formulate, implement and manage decisions in public policy. While Keban states that the term Public Administration shows how the government acts as a sole authorized agent or as a regulator, active and always initiative in organizing or taking steps and initiatives, which they think is important or good for society because it is assumed that society is a passive party, less able and must submit and accept what is government regulated (Keban, 2008: 4). Public administration in the administration of the state is a strategic phenomenon whereby as a result of a global change and trend, demanding that government institutions become more professional in carrying out its mission and free from a pragmatic political process.

C. Promotion Strategy

1. Strategy

a) Definition of Strategy

The notion of "strategy" comes from the Classical Greek word "strategos" (general), which is derived essentially from the Greek word for "troop" and "lead". The use of Greek verbs associated with this "strategos" can be interpreted as "the planning and destruction of enemies by using effective way based on their means" (Brotherer, 1980) (in Heene et al., 2010). According to Stephanie K. Marrus (1995), strategy is defined as a process of determining the plans of top leaders that focus on the long-term goals of an organization, accompanied by the preparation of a way or effort how to achieve that goal.

Hax and Maljuf (1991) in (Salusu, 2000: 100), tried to offer a comprehensive formula of strategies as follows:

1. It is a consistent, integral and integral decision pattern;
2. Define and display organizational goals in terms of long-term goals, program acts, and resource allocation priorities;
3. Selecting the field to be cultivated or will be in the organization;
4. Trying to profitably last long, by providing an appropriate response to the opportunities and threats of the organization's external environment, and its strengths and weaknesses;
5. Involving all levels of hierarchy from the organization.

From all the five definitions that has been mentioned by some experts above shows that the strategy becomes a fundamental framework for an organization, because if it is concluded from the above five formulas are plans by deploying all available resources, where the strategy is very useful to see tourism promotional activities. In this research, a strategy theory is very important to be applied by a public organization since its function is nothing but to help the organization to adapt to its environment in order to attempt to achieve the goal and vision and mission that has been designed previously. In relation to this research, one of the strategic sciences that should be further explained is the public strategy. According to Mulgan (2009:19), public strategy is to systematically use public resources and power by public entities, to achieve a common goals. Mulgan (2009), further states that this strategy is not always good or more visible relevant. Strategies are easier to apply when the environment is stable or predictable. Government with a very small majority of the population or in an unstable coalition; ministers and officials with short

tenure; and an organization culture that focuses on the media, may not be very interested in the strategy.

Mulgan (2009:22), argues that the best strategy is that it can draw on experiences to foster a “strategic intuition” that allows the organizers to understand what’s important about the situation or phenomenon and to assess the most appropriate tool for executing the strategy. Strategies for public organization are not just about achieving competitive advantage but how the public organization face every different constraints (including public opinion, political fractions, and/ or inflation capacity) of the business or military sectors.

Through the explanation of some of the above experts, the author concludes that since ancient Greece the strategy was already in place and was used by the generals to win a war. At that time, the strategy focused more on how to get something that at that time was glorious. In its development, it says that the point of the container in an organization can work.

b) Elements of Strategy

According to Salusu (200: 88-96), the element of strategy is divided into eleven elements, namely:

1. Strategy is seen as a situational art, a skill in how an executive officer designs decisions based on organizational resources, managerial values, and possible opportunities, but also environmental challenges. The notion of such an organization begins to touch on an important aspect of the organization goals (Mc Donald, 1949).

2. Purpose and objectives according to Chandler (1966), can define as a determination of the long-term goals and objectives of an organization and the use of a set of actions and the allocation of resources necessary to achieve those objectives.
3. Product, superior and competitive according to Ansoff (1965), this is a new element in the strategy.
4. The decision pattern which according to Christensen, Andrews, and Bower affirms that strategy is a decision pattern within an organization that forms and displays the goals and objectives of the organization. Strategies give rise to wisdom and plans for achieving that goal.
5. The policies and programs by Steiner and Miner that strategy not only refers to the fundamental mission, objectives, targets, organizations but also to the policies and programs and to the methods necessary to ensure that strategies are implemented to achieve organizational goals.
6. Destination, according to Hatten and Hatten (1988), sees strategy as a route to the last stopover. Target is where the stop.
7. Resources and the environment, according to Ohame (1982), suggest that the strategy is actually nothing other than a work plan to maximize a party's strengths in dealing with the various forces in the environment. And in this case it is clear that the environment is seen as a important factor in running an organization.
8. The program of action, according to Koontz (1976) and supported by Kreitner (1980), sees a strategy as a program of action with the determination of making the best use of resources in order to achieve the organization's primary mission.
9. Strategic formulation, ongoing decision flows, directed at adjusting and attributing organizational resources to environmental opportunities and constraints is a concept of strategy promoted by Thompson (1967).
10. Descriptive Device, or the most dangerous and risky tool according to Mc. Nichols (1977).
11. Leaders, it is imperative that leaders play a role in decision-making, since it is they who ultimately set organizational goals, both in the short, medium, and long term.

From the above description of the elements of strategy, it can be concluded that the strategy is very important in an organization and it's also very important in carrying out activities organized by the organization. Through the elements of the strategy can be seen that there are various kinds of meaning about strategy. In essence, the strategy

becomes a settler of goals and objectives within an organization, or what is seen as a person's skill in leading, and so on. Thus, in this case a strategy is needed to review an activity or program and resources related to tourism promotion activities Malang City. So a public organization desperately needs a strategy in achieving the goals or targets of an organization. And with the strategy, the flow in achieving a target will be more clear.

c) Type of Strategy

According to Higgins in Salusu (2000: 105), strategy has several types, namely:

1. Organizational strategy, this strategy relates to the formulation of new mission, objectives, values, and new strategic initiatives. Restrictions are needed, like what is done and for whom.
2. Program strategy, this strategy is more concerned with the strategic implications of a particular program. What kind of impact would it have if a particular program was launched or introduced and what impact it would have on an organization.
3. Resource support strategy: this resource strategy focuses on maximizing the utilization of the essential resources available to improve the quality of the organization's performance. The resources can be energy, finance, technology, and so on.
4. Institutional strategy, the focus of this institutional strategy is to develop the organizational capacity to implement strategic initiatives.

From the four types of strategies mentioned above, it can be concluded that the four types of strategies will greatly support the ability of an organization in implementing every vision and mission that has been prepared. Where the vision and mission will be a foundation of a planned program and activities. In relation to this research, a strategy theorists should be able to be applied by public organizations by reviewing

strategies within the organization, including in museum promotion activities. After reviewing the existing strategy within an organization, the next step is to formulate the activities in the program strategy, then collect the implementing staff, the financial funds in accordance with the resource strategy, and the final step is to re-create new innovative strategies that will improve the ability of the organization in providing services and activities of interest to the community, in accordance with the last type of strategy is the institutional strategy.

2. Promotion

a. Definition of Promotion

According to Swastha (2001: 349), promotion is a flow of information or one-way persuasion made to direct a person or an organization to actions that create exchanges in marketing. Promotion is included in the fourth marketing blend tool, where the promotion includes all activities undertaken by the company to communicate and promote the product to the target market. The company/organization is required to establish a communication and promotion program consisting of advertising, sales promotion, face-to-face sales, public relations, and direct marketing of a product

William J. Stanton in the fourth edition of Marketing Management provides an understanding of promotions "Promotion is the element in an organization's marketing mix that serves to inform, persuade, and remind the market of the organization and its products". From these statements, it can be concluded that promotion is a communication tool that can provide

explanations to convince potential customers about goods or services. Promotion can also be useful for informing people about a product and persuading target markets or buyers in order to buy the products they offered.

b. The Purpose of Promotion

The main purpose of marketing or promotional communication is to reach multiple audiences to influence their behavior. There are several intermediate steps in achieving that goal, such as building profitable consumer behavior. In *Marketing Principles and Perspectives* by Bearden, Ingram, LaForge (2004: 375-378) explains the main objectives of marketing communications as follows:

1. Informing

An important function of communication in marketing is to inform potential consumers or future consumers about the product.

2. Persuading

To influence consumers to buy products offered by the company to the market required marketing communication or promotion.

3. Remiding

When the consumer is aware of the company's brand and has a positive attitude toward it, the reminder is worth doing. Although consumers may buy the entire product, they are still young influenced by competitors. Marketing or promotional communications can increase consumers of the benefits of the product and make sure they have made the right decision.

3. Marketing mix strategy

One strategy related to marketing activities is the marketing mix strategy defined by Kotler and Armstrong (1997), stating that "Marketing mix as the set of controllable marketing variables that the firm blends to produce the response it wants in the target market". Alma (2005: 205), also defines the marketing mix is a strategy to combine marketing activities, in order to create the maximum combination to bring the most satisfying results. Alma's definition is also supported by Sumarmi and Soeprihanto (2010: 205), explaining that the marketing mix is a combination of variables or activities that are the core of the marketing system, namely product, price, promotion and distribution. It can be concluded that the marketing mix is a collection of variables that can be used by companies to influence consumer responses.

Marketing Mix Strategy is a term used to describe the combination of core formation strategies of promotion to an organization to know the reaction of the community. Every organization definitely do the promotion process. The process is what makes the goods and services from producers (government) can get into the hands of consumers (societies). There needs to be a special strategy in running this process. The focus of this research is the consumer/target market/societies. Of course by paying attention to the best service possible to the public in order to achieve the success of the promotion. Therefore, the strategy used is the marketing mix. Because, to make the museum as a tourist destination not only about the consumer/target

market/societies, but there are other components that support the product, promotion, price and place contained in the marketing mix strategy.

From the definition of mix marketing that has been described by Alma, Sumarmi and Soeprihanto above, can be interpreted that mix marketing is controlled variables are combined to generate the expected response from the target market. And for service business there are 4 elements of marketing mix that is:

a. Product

According to Sumarni and Soeprihanto (2010: 274), "Products are anything that can be offered in the market to get attention, demand, use or consumption that can meet the wants or needs". Not only always in the form of goods but can also be a service or a combination of both (goods and services) that become components of the product.

b. Price

According to Sumarni and Soeprihanto (2010: 281), the price is, "The sum of money (plus some products if possible) is needed to obtain some combination of goods and services". The company will determine the price of the product that is ready to be marketed.

c. Promotion

According to Tjiptono (2008: 219), the essence of promotion is a form of marketing communication. What is meant by marketing communications is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the target market of the

company and its products to be willing to accept, buy and loyal to the products offered by the company/organization concerned.

d. Place

The place in the marketing mix is called the distribution channel, the channel where the product reaches the consumer. Distribution Channel (Kotler, 2000: 96), states that "The distribution channel consists of a set of institutions that perform all activities (Functions) used to channel the product and the status of its owner from producer to consumer". If the components of the place we associate with the museum, the above description is very important for us to note, all the above description also applies to the marketing of products (information) in the museum. Things that we think should be noted among them as follows:

1. The geographical location of the museum building

The museum building should be located in the central in every neighborhood either region, institution or individual.

2. Accessibility of the museum building

Access to reach the museum building should be strategic, for example to be accessed using public transportation.

3. The design of the museum building

Design is also very influential on the marketing of museum information products, because the museum building is interesting, comfortable and informative can grow the user motivation using museum information products.

4. Timing strategy

Determining the right moment in marketing a product is a matter to note. Although the company/organization saw a good opportunity, first must make good preparations in the production.



Figure 5. Marketing Mix Strategy
(Source: Kotler & Keller 2009)

The picture above shows that a good marketing strategy should contain the four elements (Product, Price, Promotion, and Place). However, a good marketing will not run smoothly if not followed by a good promotion. Promotion should be done so that as many people as possible want to try the products offered in this case is the educational tour of the museum. Promotion is a key variable in a marketing strategy plan. Promotion is a communication activity where the organization of tourism organizers trying to influence audiences from which the production of production depends (Pitana, 2009: 177).

Promotion is one of the critical success factors of a marketing program. Promotion is essentially all activities intended to deliver or communicate a

product or service to the target market to provide information about privileges, uses, and what matters most is the existence of the product so as to encourage consumers to purchase the product.

Various programs to promote and protect the image of an organization or each of its products. So that based on this understanding can be concluded that the marketing strategy is an effort and how done by companies/organizations, both profit and non profit to identify and analyze market needs, and group into certain criteria, to further meet these needs. Marketing strategy is also an attempt to introduce and promote about the products owned until distribution of goods/services are accepted by the market. It is expected that through promotion can reach the target market of society and business that will buy what has been promoted before, in this case that is object of attraction and education, Museum Mpu Purwa. With regard to this research, through the stages of the promotion of existing museum, it will be easier to analyze the promotion of Museum Mpu Purwa.

D. Tourism

1. Definition of Tourism

According to the Law of the Republic of Indonesia number 10 year 2009 on Tourism, tourism is a travel activity undertaken by a person or group of persons by visiting a particular place for recreational purposes, personal development, or studying the uniqueness of tourist attraction visited in the interim period. Tourism is a diverse range of tourism

activities and is supported by various facilities and services provided by communities, employers and governments and local governments.

World Trade Organization (WTO) in Pitana and Surya Diarta (2009: 45) tourism is “the activities of person traveling to and staying in places outside their usual environment for more than one consecutive year for leisure, business and other purposes”.

The main components of international tourism are:

- a) Traveler, for the example people traveling between 2 or more localists;
- b) Visitor, who travel less than 12 months and the purpose of his journey is not to earn a living, income or livelihood at the destination to the region not an area of residence;
- c) Tourist, which is part of the visitor who spent at least one night (24 hours) in the visited area (WTO, 1995 in Pitana and Surya Diarta, 2009: 46).
- d) Based on the three main components above, tourism in this study is a variety of activities related to one's journey that will affect the environment both in the origin and destination, whether it is tourist attraction, tourism accessibility, tourism facilities, as well as the private sector, and the community.

2. Definition of Tourism Destination

Destinations are visited with significant time during a person's journey compared to the area through which they travel (Pitana and Diarta, 2009). According to Ricardson and Fluker, (2004 in Pitana and Diarta, 2009) tourism destinations are defined as: “A significant place visited on a trip, with some form of actual or perceived boundary. The basic geographic unit for the production of tourism statistics”.

That is a place that has such great benefits to be visited in a journey that has real limits. Areas that have definite geographic boundaries in the

making of tourism statistics. Destination can be divided into destination area which by WTO is defined as follows: "Part of destination. A homogeneous tourism region or a group of local government administrative regions" (WTO in Pitana and Diarta, 2009).

The Tourist Destination is a part of a destination or a homogeneous tourist area or a regional group in the region in the form of a local government. According Kusudianto (1996 in Pitana and Diarta, 2009), tourist destinations can be classified based on the characteristics of destinations into several forms:

- a. Destinations of natural resources such as beaches, forests, mountains, rice fields and so on;
- b. Destinations of cultural resources, such as museums, historical sites, theaters, art performances and local people's lives;
- c. Recreation facilities, such as safari parks, zoos, water parks and the like;
- d. Events, such as Malang Flower Carnival and so on;
- e. Special activities, such as casinos, shopping and more;
- f. Psychological attraction, such as adventure, romantic trip, and remoteness.

In conducting its tourism activity, there are 4 goals to be achieved/obtained by tourists:

- a. Something to see, is in the tourist destination there is a special attraction in addition to tourist attractions that became his interest.
- b. Something to do, is that in addition to the many that can be witnessed, there must be a recreation facility that makes tourists feel at home in that object.
- c. Something to buy, is that in the sights should be available facilities to shop for souvenirs or handicrafts.
- d. Something to know, is that the tourist attraction in addition to providing the above three things, can also provide educational value for tourists.

E. Museum

1. Definition of Museum

The word Museum comes from the ancient Greek "Museion" which means the home of nine Greek goddesses (Mouse) who mastered the pure art of science. Museum according to ICOM (International Council of Museum) chapters three and four which reads "Museum is an institution that is fixed and provide services to the interests of society and progress open to the public does not aim solely for profit to collect, maintain, examine, and exhibiting objects that are a sign of natural and human evolution for the purpose of study, education, and recreation.

In his book "Guidelines on Organization and Management of Museums", Moh. Amir Sutarga (1983: 19), says that museums are a permanent, non-profit organization, serving the community and its development, open to the public, acquiring, nurturing, linking and exhibiting for the purposes of study, education and leisure, the proof of man and his environment. Definition according to International Council of Museum which is under UNESCO, mention that museum is a body having duty and activity to exhibit and publish result of research and knowledge about objects that are important for Culture and Science.

There are several notions of the Museum according to a number of museum experts, namely:

- a. Sri Soejatmi (1992: 2), argues that the museum is "as an institution in charge of preserving and inheriting the culture by collecting,

taking care, possessing, exhibiting, and communicating to the community".

- b. The Museum is a permanent institution that serves the interests of society and its progress, is open to the public, does not profit, maintains, researches, exhibits, and communicates material human evidence objects in its environment for study, education and recreation purposes (Moh Amir Sutarga, 1981: 23).
- c. According to Schouten (1990: 726), the Museum is "a building where people preserve and display goods that have historical values, such as historical relics, science, and ancient relics." The museum can be explained by several definitions, but it is basically a place to store where objects that reflect the peculiar nature of a thing. Museum in accordance with its function as the rescue of cultural heritage, has an important role in supporting the national development of the Indonesian nation.

2. Type of Museum

Museums that exist in Indonesia can be distinguished through (Let's Know Museum, 2009), as follows:

- a. Type of museum based on the collection owned, which there are two types:
 - 1. The Public Museum, a museum whose collection consists of a collection of human and/or environmental material evidence relating to various branches of art, disciplines and technology.

2. Special Museum, a museum whose collection consists of a collection of human or environmental material evidence relating to one branch of art, a branch of science or a branch of technology.
- b. The type of museum based on its position, there are three types:
 1. National Museum, museum collection collected from all parts of Indonesia.
 2. Regional Museums, museums whose collections are collected from one particular area where the museum is located.
 3. Local Museum, a museum whose collection is collected from the district or municipality where the museum is located.
- c. By ownership, there are two types:
 1. Government Museum, government run the museum through government institutions.
 2. Private museums, museums run by non-governmental organizations of both individuals and groups.

Museum Mpu Purwa is a museum managed by the Government of Malang City, the Department of Culture and Tourism of Malang. Based on the collection owned, Museum Mpu Purwa classified as a public museum, because it has one branch of art, because the Museum Mpu Purwa as a whole presents objects of cultural heritage in which objects are in the form of statues, inscriptions, which belong to a branch of art, the art likeness. Museum Mpu Purwa including local museum types when viewed from his

position, because the findings of objects of cultural heritage at the Museum Mpu Purwa founded around Malang. And basically, this museum was established as a rescue relics of the kingdoms that exist in the city of Malang in this day.

3. Function of Museum

Today the museum is known as an institution that is fixed, does not seek profit, serves the community and develops it, is open to the public, nurtures, connects and exhibits for the purpose of study, education and astonishment, the goods of human proof and its environment. Museum is also understood as a body that has the tasks and activities to exhibit and publish the results of research and knowledge of objects that are important for Culture and Science. To clarify the usefulness of the museum, we must know the function of the museum itself. When referring to the results of the 11th General Assembly (11th General Assembly) of the International Council of Museum (ICOM) on 14 June 1974 in Denmark, nine functions of the museum may be presented as follows:

- a. Collection and safeguarding natural and cultural heritage;
- b. Documentation and scientific research;
- c. Conservation and preservation;
- d. Spreading and generalization of science to the public;
- e. Art recognition and appreciation;
- f. Introduction of inter-regional and inter-nation cultures;
- g. Visualization of natural and cultural heritage;
- h. The mirror of the growth of civilization of mankind;
- i. Awakening the sense of cautious and thankful to God Almighty.

Therefore, it can be seen that in carrying out its functions, the museum plays a role for the community, among others, is as a source of knowledge and knowledge, including growing understanding of its function.

4. Educational Tour

a. Definition of Educational Tour

Educational tour is a travel tour that is intended to provide a picture, comparative study or knowledge of the field of work he visited. This type of tour is also called a study tour or travel knowledge visits (Suwanto, 1997). Based on the explanation, it can be said that educational tour is a tourist trip that has added value in terms of education, not just for travel, but also to add educational or educational values for all participants.

b. Type of Educational Tour

In his book entitled "The Basics of Tourism", Gamal Suwanto explains there are various kinds of travel when viewed through various aspects, namely:

a. Travel in terms of numbers:

1. Individual Tour

That is a tour made by one person or a husband and wife.

2. Family Tour

That is a travel tour conducted by a group of families who still have a kinship with each other.

3. Group Tour

A joint tour conducted by a person who is responsible for the safety and needs of all members. Usually at least 10 people, with discounts from principal companies for the eligible. These discounts range from 25 to 50% of the cost of flying or lodging.

b. Tours in terms of means and purpose:

1. Holiday Tour

The tour is organized and followed by its members to vacation, have fun and entertain themselves.

2. Familiarization Tour

A journey intended to know more about a field or area that has a link to his work. For example, a foreign travel agency organizes a tour for its employees to Indonesia to get to know more tourist objects in Indonesia so that later they can provide better information about Indonesia.

3. Educational Tour

That is a travel tour whose purpose is to provide a picture, comparative study or knowledge of the field of work he visited. This type of tour is also called a study tour or travel knowledge visit.

c. Scientific Tour (Knowledge Tours)

Is a travel tour whose main purpose is to acquire knowledge or investigation of a field of science. For example visits visit flowers

flower (Rafflesia Arnoldi) flowering, investigating the life of dragons, see the forest people in the forest of Borneo, and so forth.

d. Religious Tourism

Is a tourist trip intended to perform religious services, such as worship umroh.

e. Special Mission Tour (Special Program Tour)

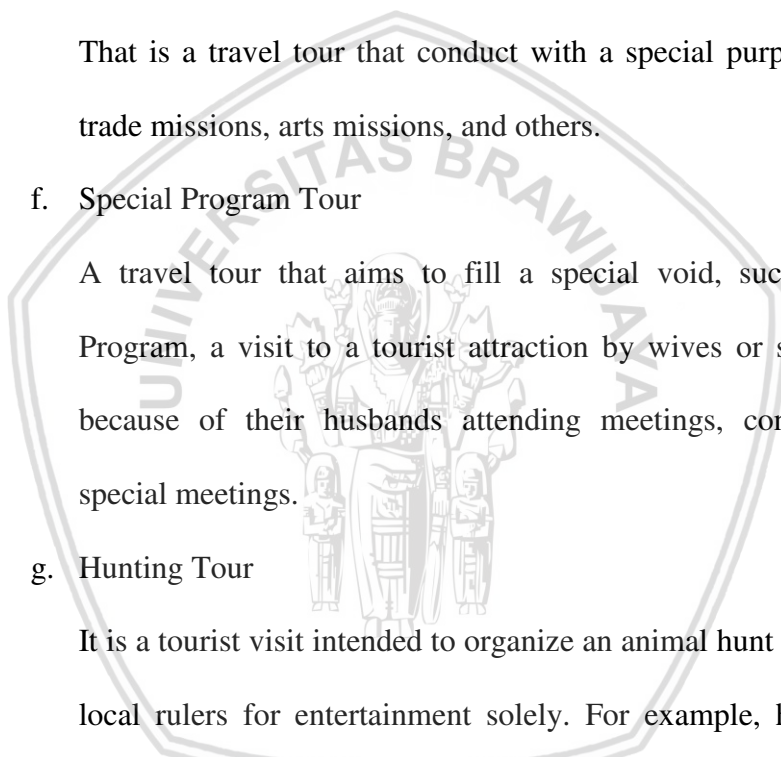
That is a travel tour that conduct with a special purpose, such as trade missions, arts missions, and others.

f. Special Program Tour

A travel tour that aims to fill a special void, such as Ladies Program, a visit to a tourist attraction by wives or spouses who because of their husbands attending meetings, conventions or special meetings.

g. Hunting Tour

It is a tourist visit intended to organize an animal hunt permitted by local rulers for entertainment solely. For example, hunting wild boar on the island of Sumatra, and others.



c. Promotion Strategy by The Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as tourist destination

a. Tourism Promotion Strategy

Tourism promotion strategy is a way to promote an object of tourist attraction. Tourism marketing strategy consists of environmental analysis and resource analysis. Environmental analysis is used to identify relevant trends and their implications for tourist attraction or companies belonging to the tourism industry (Yoeti, 2005: 27). Kotler (1982: 84) in Yoeti (2005: 27) says that, if an institution or organization wants to adjust to changing circumstances, then an institution or organization must first know the type or kinds of changes that occur. Through this, strategic planning is very important to see what factors that support and hinder an organization when marketing its regional tourism. According to Craven and Woodruff (1986: 676) in Yoeti (2005: 27), said that it is necessary for every institution or organization to always regularly observe and observe all forms of change. Resource analysis aims to identify and identify key resources primarily concerning the strengths and weaknesses of organizations or institutions responsible for tourism development in the tourist attraction (Yoeti, 2005: 29).

b. Strategy Concept of Museum

The educational role that has experiencing changes a paradigm and its development has made the museum aware of the importance of paying attention to what museum visitors need today, and potential visitors to their museums. Therefore, the museum then incorporate marketing methods and strategies into the management of the museum. Hull in his article entitled "A new leaflet for the service or the beginnings of a marketing strategy", says that: "Marketing is about listening to our public and helping them understand who we are, what we do and why museums could be important and relevant to them" (Hull, 1990:7; Hooper-Greenhill, 1996:24).

The marketing strategy of the museum today is considered to be one way out of the problems faced by the museum in relation to efforts to open access to the wider community to gain knowledge and experience in the museum, as well as meeting the needs of visitors. Strategy in this case is the efforts made by the museum to achieve its goals. In the marketing of museums, there are three steps that affect the making of marketing strategy, namely segmentation, determination of target market and positioning of products in the minds of consumers. However, because the museum is an institution that offers services to the public, the approach and marketing strategy that can be applied by the museum is marketing services. The service of the museum has its own characteristics, which is the size of a service in the museum. This characteristic will be integrated

into the theory of museum marketing, which is the concept of marketing mix to determine the right marketing strategy for a museum.

In accordance with Mayor of Malang Number 38 year 2016, which contains the Main Duty and Function Department of Culture and Tourism of Malang City in article 3 paragraph 2 on the first, seven, ten and eleven point "Department of Culture and Tourism has a function in preparation of planning, manage the cultural heritage, and doing promotion of tourism potential." So it is clear in the implementation, it takes a promotional strategy that can help the Department of Culture and Tourism in achieving goals that have been made in accordance with the vision and mission. Promotion as one of the missions to develop tourism (especially educational tourism museum) has the sense that the communication activities of tourism organizers trying to influence the audience from where the product sales depend (Pitana and Suryadiatra, 2009: 177). Promotion can work for two parties, first for travelers, and second for intermediary buyers or travel agencies. Department of Culture and Tourism of Malang City as the shareholder in tourism promotion activities is very responsible for the promotion strategy of tourism promotion activities and museum promotion activities in Museum Mpu Purwa is good and interesting. The more interesting promotions made by Malang City Government, it is expected to attract more tourists to visit Malang and make Museum Mpu Purwa as one of the tourism destinations that will be visited when visiting in Malang City.

CHAPTER III

RESEARCH METHODS

Research methods are needed to obtain data and information that have relevance to the problem under researched where the research method is useful in collecting data. Therefore, research methods have a very important role in determining the direction and activities and can facilitate the achievement of goals.

A. Type of Research

In this research, the researchers use descriptive research type with qualitative research method approach, because the researcher intends to describe the promotion strategy undertaken by the Government of Malang City in creating Museum Mpu Purwa as one tourism destination in Malang City. This type of descriptive research focuses on the facts finding, and as a research procedure that produces descriptive data in the form of a series of written or oral sentences of persons and observers. Qualitative research aims to obtain information from the situation and see the relationship with the variables that has been studied (Sugiono, 2007:14).

According to Richie in Moleong (2014: 6), a qualitative approach is an attempt to present the social world and its perspectives in the world, in terms of concepts, behaviors, perceptions, and human issues being studied. According to Leksono S. (2013: 194), descriptive research is one of the most easy and simple method of qualitative research. Because in practice its use in

the context of a relatively short time, usually the process of observation and interview to understand an event takes place in a short time segmentation. In addition, methodologically this research approach model without using variable control and variable manipulation.

Qualitative descriptive research method is a method used to measure the natural object, where the researcher is as a key instrument, technical data is done in combination. With this type of descriptive qualitative research, the researchers will be able to describe the current condition of Museum Mpu Purwa, Promotion Strategy by Malang City Government in Creating Museum Mpu Purwa as Tourism Destination in Malang. And to be able to analyze the supporting factors and inhibiting factors of promotional strategies that have been done by Malang City Government, especially the Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as Tourism Destination.

B. Focus of Research

The focus of research is very useful for the researcher because it can facilitate the researcher in making the right decision, which is about which data is needed or which data are not needed in this writing of research. Determination of research focus according to Marzuki (2002) has two purposes. First, it limits the research, in other words the focus of research can limit the areas of inquiry (the worldview of new things). Second, it can meet the criteria of inquisition-exclusion (input and expenditure) an information

obtained in the field, with the focus of research, a researcher would have been able to know which data needs to be taken from the data being collected.

Research focus is basically the main issue that comes from the experience of the researcher or through the knowledge obtained through scientific literature or other literature (Moleong, 2007: 97).

Based on the problems that have been formulated before, then there are some things that become the focus of research drawn as follows:

1. Promotion strategy of Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as tourism destination, as follows:
 - a. Activities and Promotion Programs
 - b. Cooperation in Tourism Promotion
 - c. Budget of Promotion Activities
2. Supporting and inhibiting factors of promotional strategies that have been done by the Department of Culture and Tourism of Malang City if it's seen by theory of Marketing Mix Strategy (4P) as follows:
 - a. Supporting Factors (Product, Price, Promotion, Place)
 - b. Inhibiting Factors (Product, Price, Promotion, Place)

C. Location and Research Site

The location of research is where researchers can see the actual situation of the object to be studied to obtain accurate data, so it would have been actually get useful data in this research and to answer the problems in

accordance with the research focus. In this research, the location of research in this research is the Department of Culture and Tourism of Malang and Museum Mpu Purwa which is located at Soekarno Hatta's Street-Griya Shanta's Housing Complex, Block. B, Number 210, Mojolangu sub-district, Lowokwaru district, Malang City.

Department of Culture and Tourism of Malang City is the site of this research because the Department of Culture and Tourism of Malang City is a representative of the Government of Malang City which manages and maintained Museum Mpu Purwa.

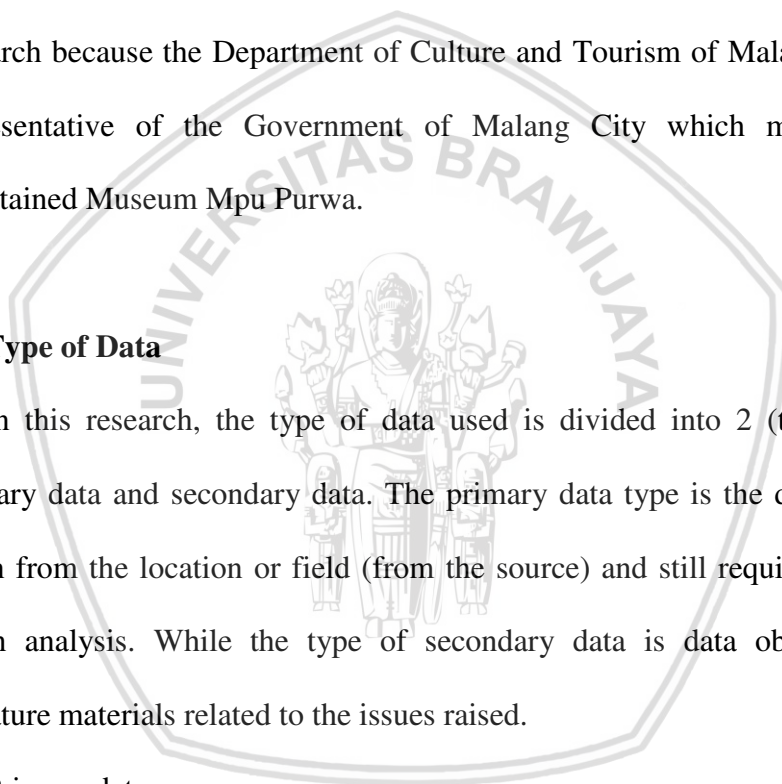
D. Type of Data

In this research, the type of data used is divided into 2 (two) namely primary data and secondary data. The primary data type is the direct data is taken from the location or field (from the source) and still requires more in-depth analysis. While the type of secondary data is data obtained from literature materials related to the issues raised.

1) Primary data

Primary data is data obtained directly from original source (not intermediary) which specially collected by researcher to answer problem in research. By using the words and actions of people who are observed or interviewed and used as primary data. In this research, researcher used interviews to obtain primary data from relevant sources, are:

a. Apparatus/Bureaucrats:



1. Head of Department of Culture and Tourism of Malang City (Mrs. Ida Ayu Made Wahyuni, SH, M.Si);
2. Head of Section Tradition Value of Museum and Archeology (Mrs. Wiwik Wiharti Rodiah, M.Si);
3. Head of Promotion Section Department of Culture and Tourism of Malang City (Mr. R. Agung H. Bhuana, SE, M.SE);
4. Management and Utilization of Regional Assets in Department of Culture and Tourism of Malang City (Mrs. Nunuk, SE);
5. Caretaker of Museum Mpu Purwa (Mrs. Mimin).

b. Data:

Data that has been obtained is about what are the activities and promotion programs that has been held by The Department of Culture and Tourism of Malang City toward Museum Mpu Purwa; what are the cooperation in tourism promotion; from where the budget of promotion activities; data about the place of Museum Mpu Purwa; data about price of Museum Mpu Purwa.

2) Secondary data

Secondary data is data to support the primary data in the form of reports, documents, records, and other archives that have relevance to the research. In this research, using secondary data obtained from archives and official documents that exist in the Department of Culture and Tourism of Malang City or related institutions namely Museum Mpu Purwa. Also obtained from

the object or problem in research conducted and related to the focus of research such as:

- a. Archives owned by the primary data source such archives of the Department of Culture and Tourism of Malang City that provide information about the problems has been researched. Such as guide books Strategic Plan, Work Plan, regulations and Malang tourism data.
- b. Other supporting data, such as booklets, leaflets, banners, tourism book, website of the Department of Culture and Tourism of Malang City, blogspot of Museum Mpu Purwa, documentation and another data that related with activities promotion at Museum Mpu Purwa.

E. Source of Data

Sources of data used in this research are the people (informants), events, as well as documents that are considered important.

1. Informant

In qualitative research, the main consideration in collecting the data is the selection of informants or subjects. Determination of sources of data on interviewees is selected with consideration and based on the principle of the subject who mastered the problem, have data, and to provide complete and accurate information. In this research, the informants are:

a. Apparatus/Bureaucrats:

- 1) Head of Department of Culture and Tourism of Malang City (Mrs. Ida Ayu Made Wahyuni, SH, M.Si);

- 2) Head of Section Tradition Value of Museum and Archeology (Mrs. Wiwik Wiharti Rodiah, M.Si);
- 3) Head of Promotion Section Department of Culture and Tourism of Malang City (Mr. R. Agung H. Bhuana, SE, M.SE);
- 4) Management and Utilization of Regional Assets Sector in Department of Culture and Tourism of Malang City (Mrs. Nunuk, SE);
- 5) Caretaker of Museum Mpu Purwa (Mrs. Mimin).

2. Phenomena

To obtain data or information, the researcher observes the phenomena or activities related to the research problem. From this phenomena, researchers can find out how something can happen more definitely by watching the phenomena directly. By observing phenomena or activity in location of the research, the researcher can recheck on the verbal information that has been given by the subject (informant) under the research. In this research, the phenomena is a promotional strategy that has been done by the Department of Culture and Tourism of Malang for Museum Mpu Purwa, as well as supporting and inhibiting factors in the promotion strategy.

3. Documents

Documentation is one way in collecting research data indirectly, because the data obtained through supporting documents related to the data to be studied. Document is a source of data derived from official

documents in the Department of Culture and Tourism of Malang City or related institutions namely Museum Mpu Purwa. Also obtained from the guide books (Strategic Plan, Tourism Book, etc), archives, the website of the Department of Culture and Tourism of Malang City and another data that related with activities promotion in Museum Mpu Purwa.

F. Data Collection Methods

Data collection method is the most strategic step in the research, because the main purpose of the research is to get the data. Without knowing the techniques of data collection, the researchers will not get data that meets the systematic and standard procedure for obtaining necessary data. In this process, the techniques used in data collection are carried out in three stages of activity, including:

1. Observation

Observation is a way of collecting data by observing, researching or measuring ongoing events. In this way the data obtained is factual and actual in the sense that the data collected obtained at the time of the incident directly (Kusmayadi and Endar Sugiarto, 2000: 84). In search of data and information by observing the subject, behavior of the subject during interview, subject interaction with researcher and things considered relevant so that can give additional data to result of interview. Researchers observed by looking directly at how the Museum Mpu Purwa promotes in attracting the target market (visitor of museum), how the Department of

Culture and Tourism of Malang City in holding activities and programs to keep preserving the existing culture in Malang, and see the revitalization changes that occurred at the end of 2017 to early 2018.

2. Interview

Interview is the process of interaction and communication with the respondent. Thus, the interview can be interpreted as a way of collecting data by asking the respondent, and the answers recorded or recorded with the tape recorder. (Kusmayadi and Endar Sugiarto, 2000: 85). In this research, researchers in conducting interviews only ask the outline of the problem so that the interview process can take place in natural and depth as expected in qualitative research. Search data about Museum Mpu Purwa done by conducting interview to:

- a. Head of Department of Culture and Tourism of Malang City, Mrs. Ida Ayu Made Wahyuni, SH, M.Si. The interview was conducted on February 9, 2018 at the Department of Culture and Tourism of Malang City.
- b. Head of Section Tradition Value of Museum and Archeology (Mrs. Wiwik Wiharti Rodiah, M.Si). Interview conducted on February 17, 2018, held at the Department of Culture and Tourism of Malang.
- c. Head of Promotion Section of Department of Culture and Tourism of Malang City (Mr. R. Agung H. Bhuana, SE, M.SE). Interview

conducted on February 15, 2018 held at the Department of Culture and Tourism of Malang City.

- d. Management and Utilization of Regional Assets Sector, Mrs. Nunuk, SE. The interview was conducted on February 9, 2018, at the Department of Culture and Tourism of Malang City.
- e. The caretaker of Museum Mpu Purwa, namely Mrs. Mimin. The interview was conducted on February 9, 2018, at the Museum Mpu Purwa

3. Documentation

Documents are written materials or objects related to a particular event or activity. To obtain data and information, it can also be by researching, recording, or making copies of documents, archives or related literature to the object or problem in research conducted and related to the focus of research such as guide books (Strategic Plan, Tourism Book, etc), archives, the website of the Department of Culture and Tourism of Malang City and another data that related with activities promotion at Museum Mpu Purwa.

G. Instrument of Research

Research instrument is a tool used in the process of collecting data tangible means or objects. Instruments used in this research are:

1. Researcher

In accordance with the research method used is qualitative research methods, where data collection is more dependent on self-researcher himself. Here the researchers as the main instrument (instrument guide) using the five senses to witness and observe a phenomenon in research related to the data needed in the research. In carrying out the research process, researchers conducted interviews and observations themselves (not represented by others).

By using the five senses to witnessing and observe the phenomenon of promotion that has been done by the Department of Culture and Tourism of Malang City as the holder of control in terms of promoting Museum Mpu Purwa as a tourism destination in Malang. The observations made have been adapted to the purpose of the study itself. The obstacles that occurred during researched were the lack of data that made the researcher have to search again, which sources should be included in this research.

2. Interview Guidelines

Is a series of questions that would have been asked to the respondent, this aims for researchers obtain data and/or information accurate and complete but not out or widened on the focus of research. According to Narbuko and Achmadi (2003: 87) to achieve the purpose of the interview well, required as follows:

- a) Dress modestly and neatly;
- b) humble attitude;
- c) Respect to respondents;
- d) Friendly in words and with bright faces, not gloomy;
- e) Understanding attitudes towards respondents and neutral;
- f) Act as if every respondent we face is always friendly and interesting;

g) Able to be a good listener.

3. Field Notes

This note was made after the researchers conducted observations or interviews. This note is the result of research, when conducting observation or observation of interviews with resource persons, as well as perform other records related to the results of activities undertaken by researchers. For the example by looking directly at the promotion of Museum Mpu Purwa, by visiting events organized by the Department of Culture and Tourism of Malang City in conducting its promotion, observing the atmosphere of these events and so forth. The results of these records are analyzed so as to provide results about research, especially in relation to promotional strategies in accordance with the concepts in the theory of Marketing Mix Strategy. And there are also auxiliary tools in this research, such as recording devices, books, cameras that can support researchers in conducting data collection process in research.

H. Analysis of Data

According to Miles and Huberman in Sugiyono (2011: 246), data analysis in the research here is the activity in qualitative data analysis done interactively lasted continuously until thoroughly, so the data is saturated. Several stages of activity in data analysis in this research are:

a. Data collection

Data collection is an activity undertaken by researchers to facilitate obtain valid data. The data in this research obtained from the observation that has been done by the researchers toward the promotion strategy that has been done by The Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as tourism destination. Interviews with Head of Department of Culture and Tourism of Malang City; Head of Section Tradition Value of Museum and Archeology; Head of Promotion Section Department of Culture and Tourism of Malang City; Management and Utilization of Regional Assets Sector in Department of Culture and Tourism of Malang City; Caretaker of Museum Mpu Purwa. And also document about basic task and function of The Department of Culture and Tourism of Malang City, regulations, Strategic Plan, Work Plan, and etc.

b. Data Condensation

Data condensation is the process of selecting, simplifying and transforming raw data obtained from the field. Condensation of data is continuous throughout the research even condensation can actually be performed before the data is collected thoroughly. Condensation can be done by means of data obtained in the research location set forth in the description or complete and detailed report. Field reports are simplified, summarized, selected by key points, focused on essentials, then searched for themes or patterns. This is done continuously during the research and

at the stage of analysis of other data that is the data display and the conclusion/verification. It aims to strengthen the data of a different concept with data reduction that seems to weaken the data by removing the data obtained in the field. The data to be found or the focus of the research are (1) Activities and Promotion Programs; (2) Cooperation in Tourism Promotion; (3) Budget of Promotion Activities. In this phase, researcher ignore the data that are not related to the research focus. So the data in this phase is only related to the title of research or in accordance with the research focuses.

c. Data Display

Data display is defined as a set of arranged information that gives the possibility of drawing conclusions and taking action. The data that has been collected and clarified will then be submitted either in the form of tables or sentences or descriptions. In this case, the researcher presents the data with the description of the adjusted discussion on the matrix result of the researcher. The result of data display in this research such as table, drawings, pictures and other forms that will be less than the display of text from interview results. Data display is also followed by data analysis. In the analysis of data displayed then reviewed and compared with the theory related to the focus of research or analyzed based the regulation or it can be analyzed based on the further explanation of interviewees. So, the data displayed can provide knowledge and wealth of information.

d. Data Verification

Conclusion is the last thing from the analysis activity, the way used is by reviewing the data that has been obtained in the field for the data is valid. From the description of the analysis above, the presentation in the writing of the thesis has been the researchers refer to these points, so it is expected that the thesis has been made more directed and better in the process of writing. The conclusion of this research is the conclusion that related to the research title in line with research focus, namely Promotion strategy of Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as tourism destination; and Supporting and inhibiting factors of promotional strategies that have been done by the Department of Culture and Tourism of Malang City if it's seen by theory of Marketing Mix Strategy (4P).

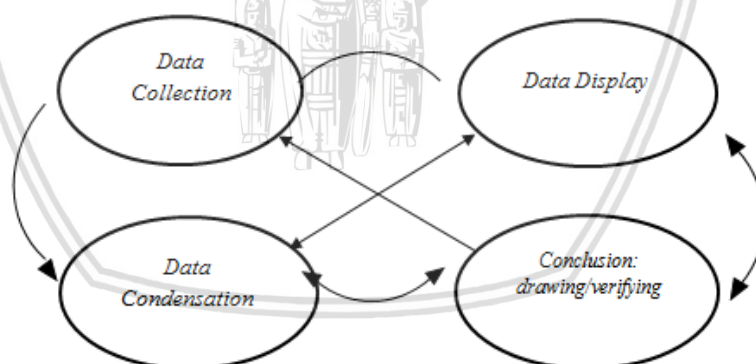
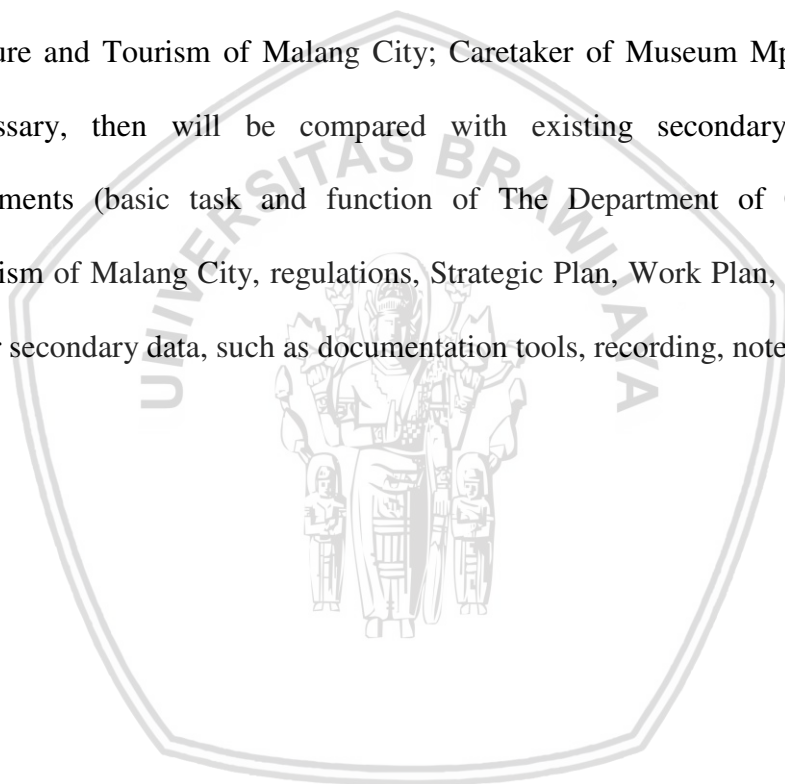


Figure 5. Analysis Data Components of Interactive Model
Source: Miles and Huberman and Saldana in Sugiyono (2016: 91)

I. Validity of Data

This is done by the researcher since from field to field with various interviews as well as ordinary conversation, observation, and documentation with a view to examining the validation of certain data and comparing with

data from other sources. (Moleong, (1999: 173). This study examined data obtained from interviewees by comparing interviews result that obtained from various interviewees, with the Head of Department of Culture and Tourism of Malang City; Head of Section Tradition Value of Museum and Archeology; Head of Promotion Section Department of Culture and Tourism of Malang City; Management and Utilization of Regional Assets Sector in Department of Culture and Tourism of Malang City; Caretaker of Museum Mpu Purwa. If necessary, then will be compared with existing secondary data both documents (basic task and function of The Department of Culture and Tourism of Malang City, regulations, Strategic Plan, Work Plan, and etc) and other secondary data, such as documentation tools, recording, notes, and etc.



CHAPTER IV

RESULTS AND DISCUSSION

A. General Description of Malang City

Malang is a city that located in East Java Province, Indonesia. Malang City is located in 90 km from the south side of Surabaya City. Malang is one of the autonomous regions and is the second largest city in East Java after the Surabaya City. Malang is in the highlands so the air feels cool. Malang City is one part of the unity of the region known as Malang Raya along with Batu City, and Malang Regency. Malang City is known as a city of education, industrial city, and city of tourism.

Malang as a city of education, this is because Malang has various educational facilities such as schools, college campuses, non-formal education institutions or courses, and there are also boarding schools. Malang City as an industrial city, industry in Malang City is very diverse from small scale to large scale. Small to medium scale industry is currently growing with the coaching, investment, and quality improvement by the Government of Malang. Meanwhile, large scale industries continue to be widely introduced to support the productivity of Malang as an industrial city. Malang as a city of tourism, the natural potential of the city of Malang invite many local tourists to foreign countries to come to visit. Beautiful natural scenery and the cool, shady, and beautiful air with ancient buildings of the Dutch heritage has its

own charm. A variety of tourist options, and shopping both traditional and modern scattered in various directions. Because of the attraction of Malang City has many immigrants who mostly are students, workers, and traders. Most of the traders and working groups come from areas around Malang. While for the class of students and many students come from outside the region (especially East Indonesia) such as Bali, Nusa Tenggara, East Timor, Irian Jaya, Maluku, Sulawesi, Sumatra, and Kalimantan.

1. Vision and Mission of Malang City

a. Vision

"Creating Malang City a city of dignified". Dignified can be an acronym of several development priorities that point to the conditions that will be realized during the period year of 2013-2018, namely: clean, prosperous, fair, religious-tolerant, leading, safe, cultured, beautiful, and educated. (www.malangkota.go.id)

b. Mission

In realizing the vision as mentioned above, the development mission in Malang City year 2014-2018, as follows:

- 1) Improving Quality, Accessibility And Equity of Education And Health Services;
- 2) Increasing Regional Productivity and Competitiveness;
- 3) Improving Prosperity and Protection of Vulnerable Communities, Gender Mainstreaming and Social Harmony;
- 4) Increasing Infrastructure Development And Integrated And Sustainable City Support Capacity, Orderly Spatial Planning And Environmental Awareness;
- 5) Improving Bureaucracy Reform and Quality of Public Service Professional, Accountable And Oriented To Satisfaction Society. (www.malangkota.go.id)

2. Geographical Aspects of Malang City

The location of a region as a relatively toward the other regions will greatly affect to the rate of progress of the region. In line with other factors, whether in the form of natural resources, human resources (demography), etc., the strategic geographical position in an economic path can increase the income level of a region. Therefore, the general description of the position of a region on earth becomes the base for future development planning of the region. (www.malangkota.go.id)

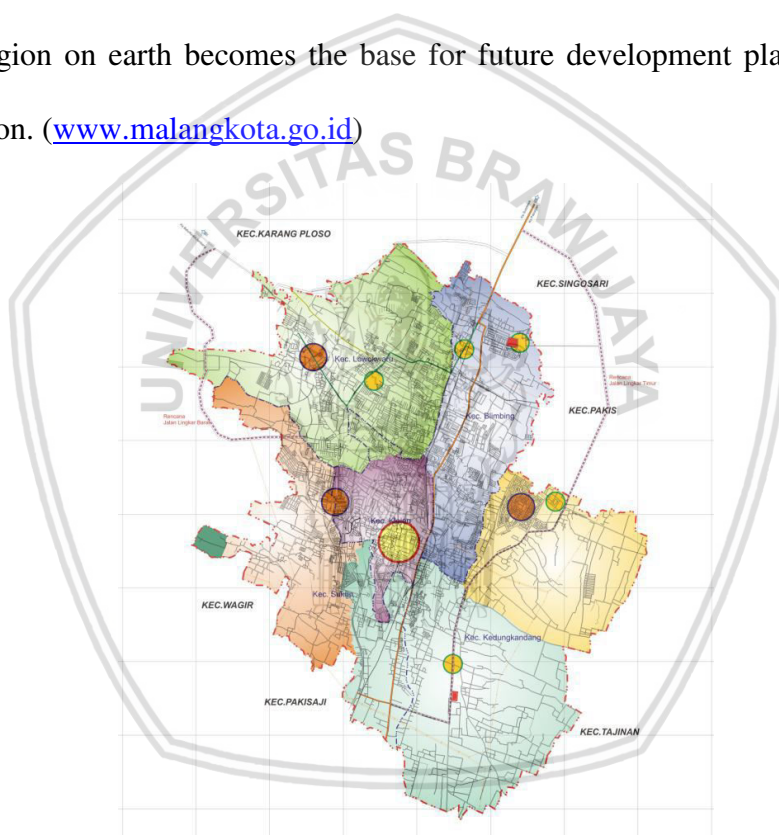


Figure 6. Map of Malang City

Source: Planning, Research and Development Agency (Barenlitbang) Malang City.

3. Characteristics of Location and Territory

Malang is located at an altitude between 440-667 meters above sea level. Malang is located in the middle of Malang Regency area which is astronomically located 112,06°-112,07° east longitude and 7,06°-8,02° south

latitude, thus forming an area of 11.006 ha or 110,06 km². Although only has a relatively small area, but the city of Malang is the second largest city in East Java after Surabaya. Malang City is in the middle of administrative area of Malang Regency with administrative boundary area as follows:

The Northern : bordered by Singosari district and Karangploso district Malang Regency;

The Southern : bordered by Tajinan district and Pakisaji district, Malang Regency;

The Western : bordered by Wagir district Malang Regency and district Dau Malang Regency;

The Eastern : bordered by Pakis district and Tumpang district Malang Regency. (www.malangkota.go.id)

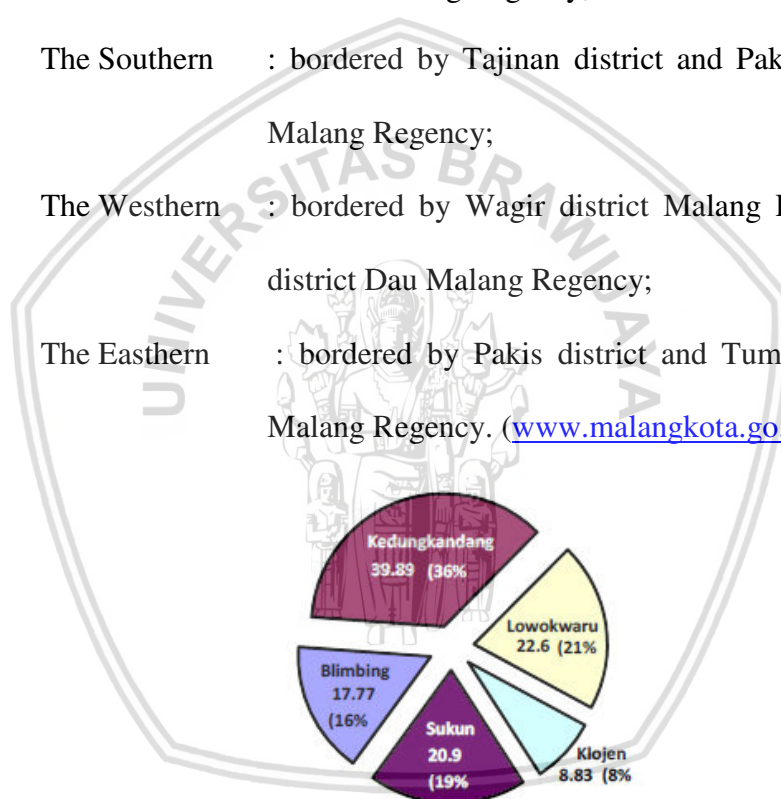


Figure 7. Graphic of Area per District in Malang City (km²)

Source: Medium Term Development Plan of Malang City Year 2013-2018.

In the determination of the division of territory, Malang City is administratively divided into 5 (five) districts of Kedungkandang district, Sukun district, Klojen district, Blimbing district, Lowokwaru district. The widest sub-district is located in Kedungkandang (38.89 km²) while the smallest is in Kecamatan Klojen (8.83km²). And with the number of sub-

districts as many as 57 (fifty seven) urban villages. From the 57 of urban villages, it is divided into 544 Citizens Association (RW) and 4,071 neighborhood units (RT).

4. Weather

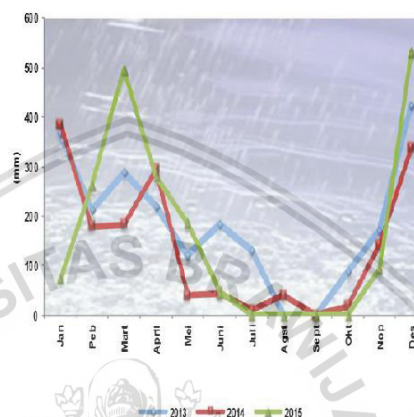


Figure 8. Rainfall Graphic in Malang City, 2013-2015.

Source: Central Bureau of Statistics (BPS) Malang City year 2016

Malang is at an altitude of 440-667 meters above sea level. Air temperature ranges from 19°C-30°C with humidity of 65-91%. Wind speed reaches 30 km / h with wind direction from Southeast. The amount of rainfall that occurs during 2015 is 1,969 mm. The highest rainfall occurred in December reached 533 mm, while in March the rainfall is also relatively high up to 496 mm. (Central Bureau of Statistics Malang City year 2016)

5. Tourism Condition in Malang City

Malang city since ago has been well known in Indonesia as one of the tourism destinations with a city with cool air temperatures and panorama of natural beauty that surrounds in Malang City. Malang City has been known as a feeder for Malang activities, for example: as accommodation, culinary, and

trading service provider. Malang city does not have natural attractions like that owned by Batu City and Malang Regency, so that Malang City serve as supporting area. The absence of such natural tourism makes Malang City trying to attract tourists by creating artificial tourism. Based on data obtained from the Department of Culture and Tourism of Malang is as follows:

Table 3. Attractions Object in Malang City

No.	Tour Type	Amount	Information
1.	Heritage	4	<ul style="list-style-type: none"> - 1 Building, - 7 Monument, - 5 statues, - 5 Museum.
2.	Park	5	<ul style="list-style-type: none"> - 1 Heritage Park, - 1 Playground and selling food, - 17 Park, - 2 Seed Garden, - 4 City Forest.
3.	Artificial	6	<ul style="list-style-type: none"> - Swimming Pool, - Jogging Track, - Gymnastic Area, - Flora and Fauna Park, - Playground, - Tematic Park, - -Statues and replicas of historic buildings.
4.	Thematic Village	2	<ul style="list-style-type: none"> - 9 (nine) destination - 10 on going
5.	Religion	6	There are attractions for every religion (Islam, Christian Catholic, Buddhist, Protestant Christian, Khong Hu Cu, Hinduism).
6.	Culture	2	<ul style="list-style-type: none"> - Taman Krida Budaya - Cultural Building - Gajayana
7.	Sports	9	<ul style="list-style-type: none"> - Sport Centre - Stadium - Dome
8.	Education	1	Public Library

Source: Department of Culture and Tourism of Malang City, 2017 and processed by the author.

B. Description of Research Sites

1. Department of Culture and Tourism of Malang City

a. Legal Foundation of Institutions

Department of Culture and Tourism of Malang City as the implementing element of Regional Government in the field of Culture and Tourism with the legal basis of the Regulation of Mayor of Malang Number 38 Year 2016 on the Description of Main Duty, Function, and Working Procedures Department of Culture and Tourism of Malang.

b. Position

Department of Culture and Tourism of Malang City is guided by Mayor Regulation of Malang Number 38 Year 2016 on description of the main duty, function, and working procedures Department of Culture and Tourism of Malang. The position Department of Culture and Tourism of Malang is:

1. Department of Culture and Tourism is a Regional Device that carries out the government affairs in the field of culture and tourism.
2. The Department of Culture and Tourism headed by the Head of Department which in performing its duties and functions under and responsible to the Mayor through the Regional Secretary.

c. Tasks and Functions Department of Culture and Tourism of Malang City

Department of Culture and Tourism performs the main task of compilation and implementation of policy of regional government affairs in the field of culture and tourism. To carry out these basic tasks, Department of Culture and Tourism of Malang City has a function:

1. Preparation of strategic planning of Regional Devices in the field of culture and tourism;
2. Management of the regional culture;
3. The preservation of the traditions of the people whose adherents in the Region;
4. Fostering tradition institutions that adherents in Area;
5. The fostering of the arts of the culprits in the Region;
6. Local history coaching;
7. Management of city-level cultural reserves;
8. Granting and revoking licenses bringing cultural heritage out of districts/municipalities within 1 (one) Provincial Region;
9. Management of Regional museums;
10. Management of tourist attractions, strategic areas of tourism and tourism destinations;
11. Marketing of domestic and foreign tourism, attractiveness, destination and strategic areas of tourism;
12. Provision of infrastructure (creative zone/creative space/creative city) as a space for expression, promotion and interaction in the Region;
13. Implementation of human resource capacity improvement of tourism and basic creative economy;
14. Coaching, coordination, and control areas of culture and tourism;
15. Management of the Regional Property under its authority;
16. The implementation of criminal investigations of violations in the field of culture and tourism;
17. The implementation of data collection of regional retribution;
18. The implementation of levies and retribution non-tax revenue;

19. General administrative management includes programming, management, administration, finance, personnel, household, equipment, public relations, literature and archives;
20. Empowerment and fostering functional positions; and
21. The implementation of UPT and functional positions.

The main duties and functions above in accordance with the task given by the Mayor as stipulated in Mayor Regulation of Malang Number 38 Year 2016. Where the regulations are given to be expected to be used as a reference by the Department of Culture and Tourism of Malang City to be able to carry out their duties, and can perform tasks or his job well. Mayor Regulation of Malang Number 38 Year 2016 is useful as a guide by the Department of Culture and Tourism, but when implementing activities or programs and policies that are focused in tourism development of Malang City, the Mayor Regulation of Malang Number. 38 year 2016 will be developed in accordance with needs.

d. Main Duty and Functions of the Secretariat

- (1) The secretariat has the task of managing general administration includes the preparation of programs, management, administration, finance, employment, household affairs, equipment, public relations and literature and archives.
- (2) To perform the tasks as referred to in paragraph (1), the Secretariat shall perform the functions of:
 - a. Coordination of activities within the Department of Culture and Tourism;
 - b. Coordination of the preparation of plans, programs and activities within the Department of Culture and Tourism;

- c. Fostering and providing administrative support that includes administration, personnel, finance, housekeeping, archives, and documentation in the environment of Department of culture and tourism;
- d. Coaching and organizing of organization and governance, cooperation, and public relations; and
- e. Management of Regional Property which is the authority of the Department of Culture and Tourism.

(3) To perform tasks and functions as referred to in paragraphs (1)

and (2), the Secretary shall have the duty:

- a. To prepare programs and activities of the Secretariat in accordance with the provisions of the Laws and data sources available as guidelines for the implementation of activities;
- b. Divide the task to the Executor/Subordinate in accordance with the field of duties in the framework of the implementation of secretarial activities;
- c. Coordinate with all Sectors within the Department of Culture and Tourism to get input, information and to evaluate problems in order preparation of program and activity plans;
- d. Coordinate with all Sectors within the Department of Culture and Tourism to obtain inputs, information and to evaluate problems in order to obtain optimal work results;
- e. Regulate general administrative services covering administration, personnel, finance, housekeeping, archives, and documentation in accordance with the provisions of the Laws and Regulations in providing administrative support for the implementation of activities;
- f. Organizing the organization and governance, cooperation, and public relations according to the authority of the Department of Culture and Tourism in order to smooth the task;
- g. To regulate the management of Regional Property in accordance with the authority of the Department of Culture and Tourism to be implemented in accordance with the provisions of the Laws and Regulations;
- h. Submit suggestions and considerations to superiors as input for the smooth implementation of the task;

- i. Monitor and evaluate the performance of the task Subordinate according to the field of duty for the achievement of programs and secretarial activities;
- j. Report the execution of duties to the boss in the field of duty as a basis for policy making; and
- k. Perform other duties of service provided by the boss in accordance with the duties and functions

e. Institutional

In accordance with the Regulation of Mayor of Malang Number 38 Year 2016 organizational structure Department of Culture and Tourism of Malang as follows:

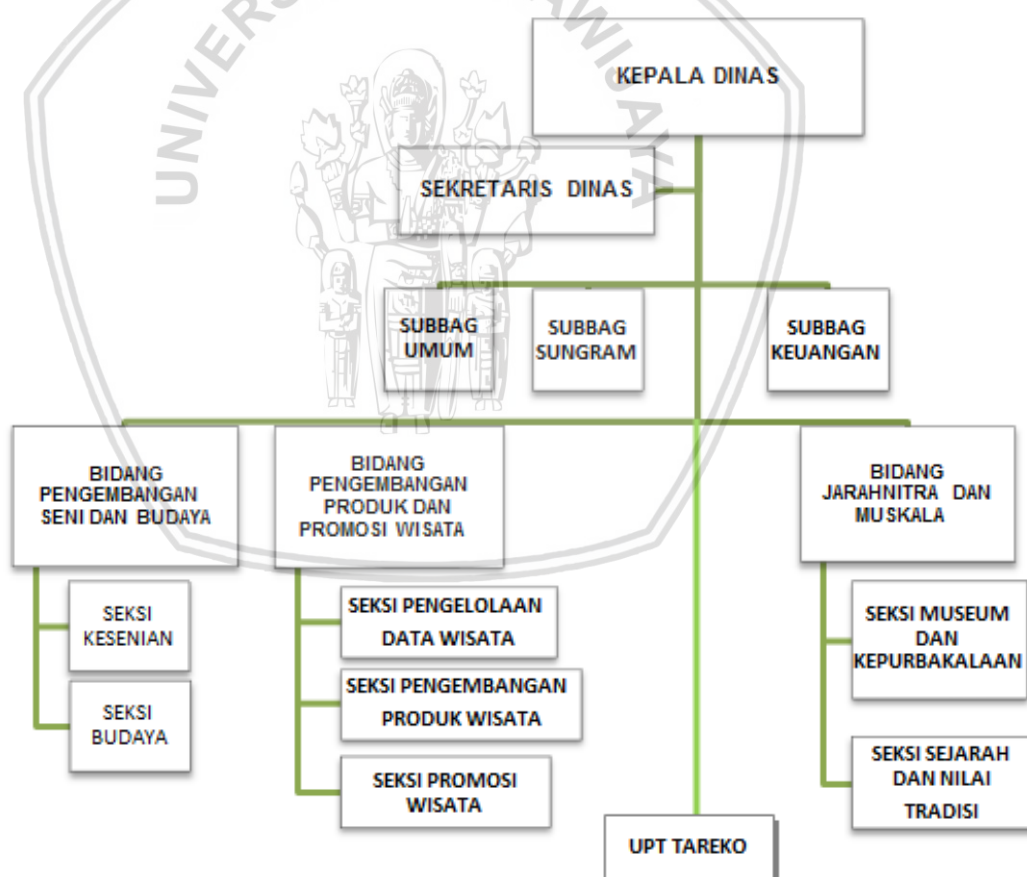


Figure 9. Organizational Structure of Department Culture and Tourism of Malang City

Source: Strategic Plan of Department Culture and Tourism of Malang City Year 2014-2018.

The organizational structure of the Department of Culture and Tourism of Malang City namely the head of the office as the leader has the duty to perform the main tasks and functions as set forth in Article 3. Coordinate and perform internal control of the work unit that is by giving instructions directly to the secretary, sub-section, and head field. As well as the head of duty carry out other tasks that have been given by the Mayor in accordance with their duties and functions.

**f. Vision and Mission Department of Culture and Tourism
Malang City**

The vision of the Department of Culture and Tourism of Malang is "The Realization of Malang City as a Tourism Destination Dignity". And has the motto "Beautiful Malang". The Mission is as follows:

1. Develop and preserve culture, historical value, traditions, customs and ancient relics as a medium to strengthen unity and unity, the love of the homeland.
2. Developing, promoting and making tourism Malang City become a leading tourism destination has competitive power and competitiveness. (Strategic Plan of Department of Culture and Tourism of Malang City Year 2013-2018)

2. Museum Mpu Purwa

a. Profile of Museum Mpu Purwa

Museum Mpu Purwa was founded on May 2, 2004. Initially, the museum was an Archaeological Rescue Hall, but turned into a museum. This museum is located in the city of Malang on Soekarno Hatta's street number 210, entered into the Griyasantha housing complex. This museum now stores about 130 statues and statues from the Kingdom of Mpu Sindok until Majapahit Kingdom. Lots of ancient objects that exist in Indonesia, especially Java. At the time of the Javanese Kings still ruled many statues, statues, temples and inscriptions made for the benefit of religious ceremonies, places of worship, tombs, territorial boundaries, and so forth. These ancient objects are then forgotten along with the collapse of these kingdoms. Only a few people still remember it until now. Meanwhile, missing objects have now been rediscovered although little has been found and identified. Municipal governments in some areas have established places to accommodate these objects. One of those places is Museum Mpu Purwa. The museum is located on Soekarno Hatta's street entrance into the Griyasantha housing complex. This museum occupies the building of Guna Paramitha Acintya Bhakti which in the Indonesian language means sincere devotion is a noble character. Museum Mpu Purwa was founded in 2004 and inaugurated by the mayor of Malang, Drs. Peni Suparto. Heritage relics stored in this museum mostly in the form of statues and statues that date from the Kingdom of

Mpu Sindok to the Majapahit Kingdom. Some of the statues are Brahma statues that have unique models, different from other Brahma statues ever found. This statue is a mascot of the Museum Mpu Purwa. In addition there are many statues of Ganesya in this museum, but the most unique statue of Ganesya is the statue of Ganesya rat. This statue is small and Ganesya in this statue is depicted sitting on top of Musaka (a small mouse). This statue is the only statue in Indonesia that depicts the god is riding his ware. Such statues are only found in India. Then there are also Bodhisattva statues which are also only found in India. (mpupurwamalang.blogspot.co.id)

The Archaeological Rescue Hall is called 'Mpu Purwa'. This name was taken from a religious figure of ancient Javanese society who lived around XII century AD in the God of Panawijen, east of the slopes of Mount Kawi (now Polowijen, Malang).

The selection of Mpu Purwa has the following considerations:

1. Mpu Purwa is not an ordinary Buddhist priest figure, but he is a Sthapaka. Sthapaka is the main priest, broken in 16 kinds of purification rites, high birth, knowing the meaning and meaning of scripture, proficient in his science, behaving according to the teachings of scripture, and so on.
2. His advice and his supplication are awaited by everyone. His curse was feared by everyone.
3. Mpu Purwa is a priestly figure of embryo of great kings such as Kertanegara of Singasari and Hayam Wuruk of Majapahit, because the son of Mpu Purwa namely Ken Dedes is the source of the descendants of the kings.
4. It is expected that the rescue center is able to contribute in the form of visual history. To motivate the values of manners (such as Mpu Purwa) to the people of Malang,

especially the students in the school.
(www.museumindonesia.com)

b. Historical of Establishment

The Rescue Hall is a place to store and maintain collectibles containing historical and cultural values, especially those associated with the growth of Malang city since the VIII century AD until the 1950s. Plans to make the rescue hall of historical and cultural objects are actually long. Since the 1980s, the Culture Section of the Department of Education and Culture of Malang City has been looking for a shelter of objects consisting of stone statues, for several reasons, the proposal to make the place is not fulfilled. For rescue and security, eventually these objects deposited in Halmahera Street, then deposited again in Senaputera Recreation Park. Year 1997 deposited at Cahyaningrat Restaurant; in that year also Section Culture Department of Education and Culture of Malang City and Culture Section Department of Culture and Tourism Malang, with reference to the Law no. 5 of 1992 on the Object of Culture, has plans to build a rescue hall, but the plan is not realized.

The Government of Malang City through the Education Department in year of 2000, intends to collect in a special place, all the ancient objects in Malang City, both groups and still scattered in each place. Therefore, the Public Library is chosen to be used part of the room. Due to some things and various considerations, then in 2001 was established the

former State Elementary Building Mojolangu 2 Malang as a place to accommodate historical objects. (www.museumindonesia.com)

c. Management Structure of Museum Mpu Purwa

Personnel who occupy this building a number of 8 people consisting of: 1 (one) head of the Field Jarahnitra; with 2 (two) heads of section: (Head of Section History and Tradition Value, and Head of Section Museum and Antiquities); and 3 (three) staff members. (Strategic Plan of Department of Culture and Tourism of Malang City Year 2013-2018)

d. Main Duties and functions of the Field History, Tradition Value, Museum and Antiquities

- (1) History, Tradition, Museum and Antiquities perform the main tasks of empowerment and management of History, Tradition Value, Museum and Antiquities;
- (2) In order to carry out the main tasks as referred to in paragraph (1), the Jarahnitra and Muskala Cultural fields have the following functions:
 - a. Formulation and implementation of technical policy of History, Value of Tradition, Museum and Antiquities;
 - b. Collection and processing of data in the framework of technical planning of empowerment and management of History, Tradition Value, Museum and Antiquities;
 - c. Preparation of planning and implementation of programs in the field of empowerment and management of History, Tradition Value, Museum and Antiquities;
 - d. Implementation of cultural inventory that includes traditional values, history and archeology;
 - e. Development of historical and cultural values including spiritual culture by conducting research, assessment, writing, recording and expanding information to the community;

- f. Development, maintenance and management of Antiquities;
- g. Implementation of cooperation with relevant agencies/institutions in the field of research, assessment, rescue, maintenance, preservation and utilization of cultural heritage objects and sites;
- h. Management of storage of cultural heritage objects;
- i. Implementation of awards in the field of local history;
- j. Implementation of Minimum Service Standards (SPM) field Jarahnitra and Muskala;
- k. Preparation of materials in the framework of inspection and follow up of Inspection Result;
- l. Implementation of Budget Implementation Document (DPA) and Budget Implementation Change Document (DPPA);
- m. Implementation of Public Service Standards (SPP) and Standard Operations and Procedures (SOPs);
- n. Implementation of Internal Control System (SPI);
- o. Implementation of Minimum Service Standards (MSS);
- p. Evaluation and reporting of the implementation of basic tasks and functions; and
- q. Implementation of other functions provided by Head of Service in accordance with the main task.

- (1) The Field Jarahnitra and Muskala, consisting of:
 - a. Section History and Tradition Value;
 - b. Museum and Antiquities Section.
- (2) Each Section shall be headed by Section Head who in performing the main duty and function is under and responsible to Head of Field.
 - a. Section History and Value Tradition performs the main tasks of managing, preserving and developing the history and values of tradition.
 - b. To carry out the main tasks as referred to in paragraph (1), the History and Tradition Value Section has the following functions:
 - 1. Preparation of materials formulation and implementation of technical policy in the field of History and Tradition Value;
 - 2. Preparation of materials for planning and implementation of programs in the field of History and Tradition Value;
 - 3. Dissemination of local historical information and cultural history of the region;
 - 4. Implementation of a local history tour;

5. Preparation of materials for the award of local history;
6. Implementation of congresses, seminars/workshops on local history and the history of regional culture in a national perspective;
7. Implementation of regional work deliberations in the field of local history;
8. Preparation of materials in the framework of assessment and writing of regional history and history of regional culture;
9. Implementation of coordination and partnership in the field of management, preservation and development of history;
10. Implementation of historical mapping;
11. Implementation of inventory values of traditions and repertoire of local cultural wisdom;
12. Preparation of excavation, research, study and development of traditional values including spiritual culture in the community;
13. Implementation of the guidance of the values of traditions and institutions of trust on God Almighty and customary institutions;
14. Implementation of facilitation of empowerment of trust institutions to God Almighty and customary institutions;
15. Implementation of traditional values, character building and noble character of the nation for the community;
16. Implementation of facilitation activities of the study and writing of traditional values;
17. Implementing partnerships with various stakeholders, customary institutions and communities;
18. Implementation of Budget Implementation Document (DPA) and Budget Implementation Change Document (DPPA);
19. Implementation of Public Service Standards (SPP) and Standard Operations and Procedures (SOPs);
20. Implementation of Internal Control System (SPI);
21. Implementation of Minimum Service Standards (MSS);
22. Evaluation and reporting of the implementation of basic tasks and functions; and
23. Implementation of other functions provided by the Head of Field in accordance with the main task.

- (3) The Museum and Antiquities Section performs the main tasks of the management, preservation and development of museums and archeology.
- (4) To perform the main tasks as referred to in paragraph (1), the Museum and Antiquities Section shall have the following functions:
 - a. Preparation of material formulation and implementation of technical policy in the field of museum and archeology;
 - b. Preparation of materials for planning and implementation of programs in the field of museum and archeology;
 - c. Preparation of licensing recommendation materials carry cultural heritage objects out of the region;
 - d. Implementation of cooperation on protection, maintenance and utilization of cultural heritage / site;
 - e. Implementation of registration and labeling of cultural heritage objects and sites;
 - f. Proposing the establishment of cultural heritage objects and sites;
 - g. Implementation of mapping of sites and cultural heritage objects;
 - h. Implementation of coordination and facilitation of increasing community participation in the protection, preservation and utilization of cultural / site heritage objects;
 - i. Development and utilization of regional museums;
 - j. The addition, maintenance and security of museum collections;
 - k. Dissemination of museum and archaeological information;
 - l. Implementation of Budget Implementation Document (DPA) and Budget Implementation Change Document (DPPA);
 - m. Implementation of Public Service Standards (SPP) and Standard Operations and Procedures (SOPs);
 - n. Implementation of Internal Control System (SPI);
 - o. Implementation of Minimum Service Standards (MSS);
 - p. Evaluation and reporting of the implementation of basic tasks and functions; and
 - q. Implementation of other functions provided by the Head of Field in accordance with the main task. (Strategic Plan of Department of Culture and Tourism of Malang City Year 2013-2018)

C. Data Presentation of Research Focus

1. Promotion Strategy by The Department of Culture and Tourism of Malang City in Creating Museum Mpu Purwa as Tourism Destination

a. Activities and Promotion Programs

Program is a collection activity of concrete, systematic and integrated that will be implemented in order to achieve the goals and objectives that have been set. Strategy Program of Culture and Tourism Department is described in the Activity in order to achieve the Vision and Mission of the organization. Priority activities Strategic Plan Department of Culture and Tourism Malang City 2013-2018 year. While the activity is the elaboration of the program and policy as the direction of achieving the goals and objectives in order to achieve the Vision and Mission organization. Priority activities Strategic Plan Department of Culture and Tourism Malang City 2013-2018 year.

Currently the marketing strategy of the museum is considered to be one way out of the problems faced by the museum in relation to efforts to open access to the wider community to gain knowledge and experience in the museum, as well as meeting the needs of visitors. With the promotion of good and suitable strategy, will give a good influence for tourism in attracting tourists who visit and vice versa, if less promotion strategy to tourism will also impact on the decline of tourists who visit.

Department of Culture and Tourism of Malang City is a government agency that is in charge of handling the affairs in the field of culture and tourism. In connection with research on the promotion strategy of this museum, Department of Culture and Tourism of Malang City has several programs that include the effort of service in tourism promotion as presented by Mrs. Dra. Wiwik Wiharti Rodiah, M. Si as Head of Section Tradition Value of Museum and Archeology, that is:

"The Department of Culture and Tourism of Malang City has conducted several promotions through conventional means ie explorers team (cultural ambassadors and museums, schools, visitors), cultural heritage team of insiders and outsiders (culturalists, archaeologists)" (interview on dated February 17, 2018 at 11:00 pm located at the Department of Culture and Tourism of Malang).

Promotion that has been done by the Department of Culture and Tourism as described above, also listed on the Strategic Plan of the Department of Culture and Tourism of Malang City Year 2014-2018, programs and activities include:

Table 4. Program Data and Tourism Promotion Activities

Cultural Wealth Management Program	Target
Kendedes and Ken Arok Festival	Society, artists and cultural experts of Malang
Workshop Community and artist community development	Artist
Tourism Destination Development Program	
Maintenance and Development Museum Mpu Purwa	

Creating Tourism Book	Malang Potential Book
Partnership Development Program	
Selection of Cultural and Museum Ambassadors of Malang City 2018	A talented young generation
Overseas promotion	Overseas
Cultural gatherings and beliefs flow	Artists of culture and belief flow
Tourism Marketing Development Program	
Participate in out of town events and tourism promotion cooperation	Promotion of regional cultural arts outside the city
Program Administration Services	
Updating Data Website Department of Culture and Tourism of Malang City	Website Department of Culture and Tourism of Malang City

Source: Strategic Plan of the Department of Culture and Tourism of Malang City Year 2014-2018 and proccess by the author.

Based on the program data and activities above, it can be noted that the Department of Culture and Tourism of Malang has tried to create a series of programs and activities aimed to introduce to the public about the existence of this Museum Mpu Purwa. Through these programs, it is expected to attract tourists to visit the Museum Mpu Purwa. There are several promotional program activities that have been implemented, among others:



Figure 10. Selection of Cultural Ambassadors and Museums
 Source: Instagram of Cultural and Museum Ambassador of Malang City (@dutabudayadanmuseummalang)

Through the figure above shows that to run every promotional activity that has been done by the Department of Culture and Tourism of Malang City needs a linkage from the community itself, especially the younger generation in Malang. Through the participation of the younger generation to participate in the selection of Cultural and Museum Ambassador of Malang City. From those participation, it is expected to help preserve, introduce widely the existing culture in Malang City and can help Malang City Government especially in this case is Department of Culture and Tourism of Malang City in doing its promotion through the selection of Cultural and Museum Ambassador of Malang City. Department of Culture and Tourism of Malang city of course not able to do every activity of own promotion. It is also necessary for the participation of the community to come and participate in every event organized by the Culture and Tourism Agency every year by coming and enjoying the event. Department of Culture and Tourism also requires the artists from Malang to participate in promoting the attraction of Malang City. It is aimed at preserving the existing arts in Malang City to remain exist nationally and also to develop tourism in Malang city in international level, so that will be

more able to attract domestic tourists and foreign tourists to make Malang city as a tourist destination.

In addition to conventional means, promotional activities are also done by way of marketing and promotion through internet technology as presented by Mr. R. Agung H. Bhuana, SE, M.SE as The Head of Promotion Section Department of Culture and Tourism of Malang City:

"To meet the needs of the community, tourism promotion activities conducted through the internet media. Like the website (through the official website www.disbudpar.malangkota.go.id), application of Malang Menyapa, instagram. "(Interview on February 15, 2018 at 13.30 at the Department of Culture and Tourism of Malang).

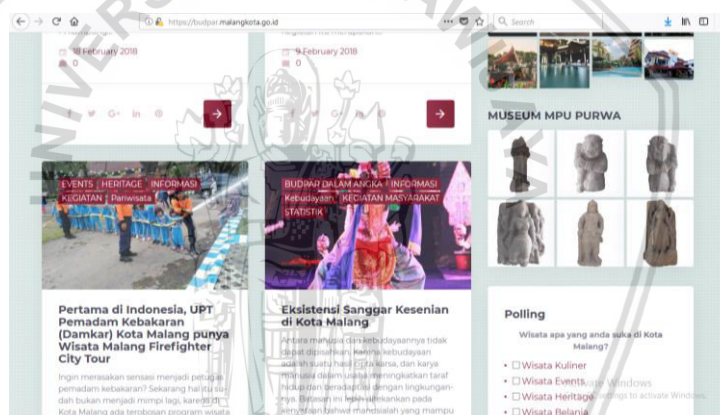


Figure 11. Website of Department of Culture and Tourism of Malang City.

Source: www.budpar.malangkota.go.id

The website of the Department Culture and Tourism of Malang City presents a lot of information. Such as information about tourism activities in Malang, events in Malang, as well as information about the official. In this website, Department of Culture and Tourism of Malang City can also measure the satisfaction of the community through the column of polls that have been available. This is very helpful for the

Office of Culture and Tourism continues to improve the quality and can make an innovation in improving community satisfaction.



Figure 12. Blogspot of Museum Mpu Purwa

Source: mpupurwamalang.blogspot.co.id

Museum Mpu Purwa also has information site through their website. There is information about the unfortunate history and the discovery of ancient objects, the collection of any heritage objects in it. However, it can be seen from the last published image in 2014 information about the Museum of Mpu Purwa. There is no recent information about the Museum Mpu Purwa. In fact since 2017 the museum has been done development.



Figure 13. Instagram of Department of Culture and Tourism of Malang City

Source: instagram @malang.menyapa

Technology is growing very rapidly. The condition of Indonesia is nowadays also growing up and is on the tendency of a consumer society, the people who buy products that are served and marketed by social media. With these demands, the Department of Culture and Tourism of Malang also promotes its activities in instagram @malang.menyapa.



Figure 14. Android Application of Malang Menyapa

Source:

<https://play.google.com/store/apps/details?id=com.lunartech.lovelymalang&hl=in> (Play Store-Malang Menyapa).

The android application of Malang Menyapa is one of the efforts made by the Department of Culture and Tourism of Malang City to provide access to tourists to get information about the city of Malang. Applications made by the Department of Culture and Tourism of Malang can be downloaded by android users on the Play Store app, unfortunately not yet accessible for ios users (App Store). Applications of Malang Menyapa provides information about the existing tourist attractions in Malang, promo information, and also the latest news in the city of Malang.

Not only activities in the field of promotion, the Department of Culture and Tourism of Malang also do museum conservation activities (in terms of care and securing of collectibles), as well as activities in the management of cultural heritage collection in terms of collection procurement, collection identification, collection classification, collection documentation, collection registration, etc. In the activities to support the museum, with the activities of the community / artist / archeologist that exist by helping to maintain and organize objects of cultural heritage.

b. Cooperation in Tourism Promotion

In accordance with Government Regulation of the Republic of Indonesia Number 50 of 2011 on Master Plan for the development of National Tourism in 2010-2025, in the fourth point explains that "Effective and effective government organizations, local governments, private and

community, human resources, regulations and operational mechanisms in order to promote the realization of sustainable tourism development ". This means that in implementing a tourism promotion, the Department of Culture and Tourism of Malang City is in need of cooperation and the role of the other party. What is meant by other parties here is a private party which is certainly related to tourism. Which private parties can help improve the tourism sector, especially in Malang to be known in the country and abroad. It is also justified by Mr. R. Agung H. Bhuana, SE, M.SE as The Head of Promotion Section Department of Culture and Tourism of Malang City:

"Department of Culture and Tourism of Malang City in the promotion of tourism in general have cooperated with several parties such as Association of Hotels and Restaurants Indonesia (PHRI), then ASITA (Association of the Indonesian Tours and Travel Agencies), Guides Association of Indonesia or known HPI and also the Association Manager of Indonesian Shopping Center (APBBI) ". (interview on 15 February 2018 at 13.30 WIB at The Department of Culture and Tourism of Malang City).

Through explanation by Mr. R. Agung H. Bhuana, SE, M.SE as The Head of Promotion Section Department of Culture and Tourism of Malang City has cooperation with several parties. This is a step from the Government of Malang City by embracing the private sector to be able to play a role in developing the tourism sector in the city of Malang. Department of Culture and Tourism of Malang City embracing the private sector in several areas such as hotels, restaurants, travel agents, guides and shopping center managers, the data are described below:

Table 5. Tourism Association

Association Name	Amount of Member
PHRI	68
HPI	42
BPPD	10
APPBI	11

Source: Strategic Plan of the Department of Culture and Tourism of Malang City Year 2014-2018.

Association of Local Tourism Promotion Office (BPPD) Malang has 9 member (nine) people with 1 (one) chairman and 1 (one) secretary. Based on Law no. 9 Year 2010 on Tourism, BPPD membership consists of:

1. Tourism Association (ASITA, PHRI);
2. Representative of Professional Association (HPI);
3. Academics; and
4. Mass Media.

**Figure 15. Total Travel Service 2016-2017.**

Source: Tourism Business Signs, 2016, and the results of the 2017 survey by the Department of Culture and Tourism of Malang

From the figure above it can be seen that there is an increasing number of travel services in Malang from 50 services in 2016 and in 2017 there are 67 travel services. But unfortunately in Malang City there is no program offer tour packages museum. In fact, with the increasing number

of travel services are expected to help promote the city of Malang is not only about tourism, but also the culture.

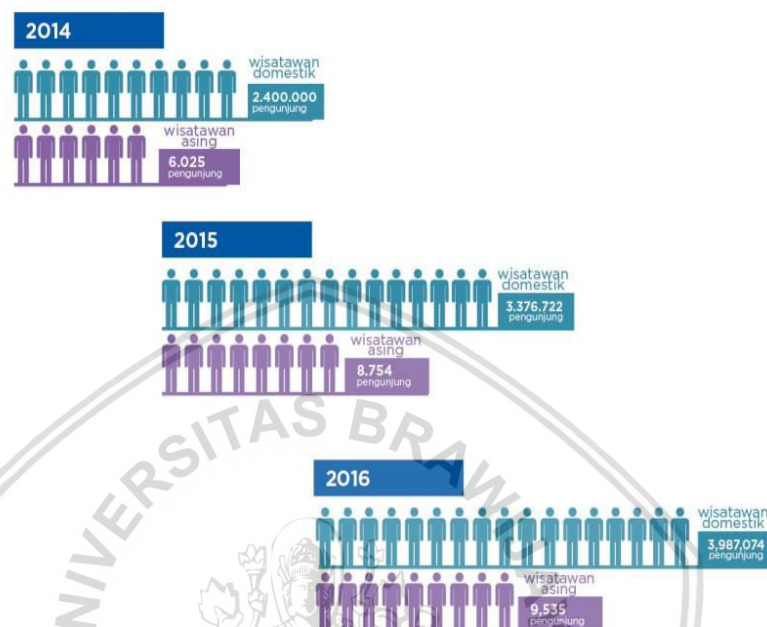


Figure 16. Visitor Data and Profile of Malang City
Source: Malang City in Figures Year 2015-2016 through the Department of Culture and Tourism of Malang City

Table 6. Number of Visitors in Museum Mpu Purwa

2013	2014	2015	2016
1.300	1.025	718	823
Visitors	Visitors	Visitors	Visitors

Source: Department of Culture and Tourism of Malang City. 2016.

If it's seen by the visitor data and profile of Malang City in year 2015-2016, actually can be used as a reference for business actors and the Government of Malang in promoting the region. With the increasing number of tourists, Malang City Government should to embrace business actors to have cooperation in promoting products owned by Malang City,

in this case is Museum Mpu Purwa. While a good promotion will create a significant target market considering the number of tourists visiting Malang is very potential to increase the number of tourists at the Museum Mpu Purwa.

Mrs. Wiwik Wiharti Rodiah, M.Si as Head of Section Tradition Value of Museum and Archeology also giving additional of her statements:

"Department of Culture and Tourism of Malang City doing cooperation in the form of formal and non-formal. The formal meaning is the cooperation undertaken by the Department of Culture and Tourism of Malang with BPCB Trowulan with a given workforce who understand about the museum and with the Ministry of Education and Culture in the form of building revitalization, showroom, and movie. While non-formal is cooperation with several communities and the general public. "(Interview on February 17, 2018 at 11.30 WIB at the Department of Culture and Tourism of Malang).

Considering that Museum Mpu Purwa stands on the land of the Government of Malang and is one managed by Malang City, the revitalization of the building and also the development of people outside the service, also with a structuring system that can not be people can arrange. Therefore it is necessary to work with people who understand exactly what is right. Mrs. Wiwik Wiharti Rodiah, M.Si as Head of Section Tradition Value of Museum and Archeology also added:

"For the arrangement of museums in collaboration with communities such as Jelajah Malang who really understand about the ancient objects and also Mas Dwi Cahyono Inggil as a person who is competent with it as well. While promotional cooperation by conveying to others to want to visit the museum with explanations and illustrations about the museum. "(Interview on February 17, 2018 at 11:30 pm located at the Department of Culture and Tourism of Malang).

Through an interview with Mrs. Dra. Wiwik Wiharti Rodiah, M.Si can be concluded that the cooperation in terms of promotion only through communities and communities who have come to tell others about the existence of Museum Mpu Purwa to want to visit. Only by conventional way, word of mouth in doing this kind of promotion.

Department of Culture and Tourism of Malang City has an association in the field of culture (team of cultural heritage experts of Malang), which has BNSP competency certification. Personnel of the cultural preservation team of Malang City has five (5) historians, archaeologists, and academics. Dwi Cahyono is one of the team of cultural heritage experts in Malang. He is an archaeologist who works as a lecturer in the Department of History, Faculty of Social Sciences, State University of Malang (UM). He is also Head of Arts in Malang and Chairman of the Inggil Restaurant Foundation and Tempoe Doloe Museum. Dwi Cahyono as a team of cultural heritage experts has the duty and function to record the building or cultural heritage sites in Malang City and recommend the status of cultural heritage. (Book of Preparing Servey Data Tourism Malang City East Java, 2017).

Department of Culture and Tourism also had cooperaton with the Ministry of Education and Culture, as well as with BPCB (Cultural Heritage Hall) Trowulan. The Ministry of Education and Culture participates in providing grant funds in museum revitalization, procurement of showrooms, and movies. While BPCB contributed to

providing permanent assistance with given workers who understand about the museum.

c. Budget of Promotion Activities

One of the objectives of tourism development in Indonesia is to increase the income of foreign exchange paths, the income of the state and society in general, the expansion of opportunities and employment and encourage the activities of supporting industries and other industries. This applies also to areas, especially Malang City. Museum Mpu Purwa is a state-funded museum that is financed by the government in all its necessities is provided an annual budget in the department or local government that organizes it, in this case is the Department of Culture and Tourism of Malang City. Mrs. Wiwik Wiharti Rodiah, M.Si as Head of Section Tradition Value of Museum and Archeology explain about budget of tourism promotion activity of Malang City:

"The source of funds obtained for the financing of Museum Mpu Purwa comes from the APBD of Malang City and also other sources of legitimate funds. APBD Malang comes from PAD obtained through local taxes and user charges, etc. While other sources of legitimate funds come from the Ministry of Culture and Tourism." (Interview on February 17, 2018 at 11.30 WIB at the Department of Culture and Tourism of Malang).

Here are the local revenue (PAD) Malang in tourism sector year 2014-2016:



Figure 17. Local Revenue of Malang City in Tourism Sector.
Source: Finance and Asset Management Agency of Malang City, 2017.

Mrs. Wiwik Wiharti Rodiah, M.Si as Section Chief of Museum and Archeology Traditions also giving additional statements:

"every year the museum has several activities such as book-making tours to museum maintenance. Of these activities are financed through PAD. "(Interview on February 17, 2018 at 11.30 WIB held at the Department of Culture and Tourism of Malang).

Table 7. Program/Museum Activities

Program/Activities	Source of funds	Information
Cultural Group Coaching	Local revenue	Implement the result of development planning's discussion (musrenbang)
Management of Museum Mpu Purwa	Local revenue	Budget used to maintenance Museum Mpu Purwa regularly in every year
Maintenance and Empowerment Ambassador Culture and Museum of Malang City	Local revenue	The selection of Ambassadors is held every two years for Empowerment of Selected Ambassadors in every year
East Java Arts and Culture Festival	Local revenue	Used to attend festivals held by Provincial

Traditional Arts and New Creations	Local revenue	For regular performances of Department of Culture and Tourism of Malang City art and to implement the results of development planning's discussion (musrenbang).
Management of cultural/ site preservation	Local revenue	For routine maintenance of sites in Malang City and implement the result of development planning's discussion (musrenbang).
Cultural Promotion	Local revenue	Apparatus and art activities domestic and abroad organized by the Directorate General of Culture and Ministry of Culture and other related Ministries
Malang Menyapa	Local revenue	Annual Activity
Updating Data Website Department of Culture and Tourism of Malang City	Local revenue	Annual Activity

Source: Work Plan of Regional Deviance Organization of Culture and Tourism Agency Year 2017

Regional Revenue and Expenditure Budget (APBD) is an annual financial plan of local government approved by the Regional House of Representatives (DPRD) stipulated by a Regional Regulation. Regional spending is an important factor used in measuring the level of community welfare. Local regulation of Malang City Number 9 Year 2016 on APBD 2017 (Malang City Local Sheet Year 2016 Number 11) in Article 1 explains that the Regional Income includes: PAD (Local Revenue); Balancing Funds; and other legitimate Regional Revenue. Local Revenue (PAD) is part of APBD. PAD is derived from areas within its own territory that are collected by under local regulations in accordance with applicable legislation (such as

local taxes, regional levies). Through the budget data above, PAD funds are used the Department of Culture and Tourism of Malang City to implement programs/activities that exist in Museum Mpu Purwa.

While the funds provided by the Ministry of Education and Culture is used to revitalize the building, making showroom space, and movie making. In order to popularize the museum, the government has undertaken a museum revitalization program. This program is an effort to improve the quality of the museum in serving the community in accordance with the function of the museum. Revitalization of the museum refers to the three pillars of the policy of museums, namely to educate the nation, strengthen the nation's personality and resilience and insight into the archipelago. Revitalization of the museum is also done with the Task Assistance (TP) budget. Museum Mpu Purwa revitalization activities with TP budget has been done since 2014. Revitalization phase I in 2014, then continued phase II in 2015 and the last revitalization phase III in 2016. (Strategic plan preservation of cultural heritage and museum 2015-2019)

With the programs/activities undertaken by the Department of Culture and Tourism of Malang in promoting the Museum Mpu Purwa, of course, to realize it does not require a small amount of funds. Thus, PAD funds (on tourism) and TP funds (Co-Administration Task) from the Ministry of Education and Culture are very helpful for the activities/programs to be well organized. This effort is done no other to make the museum as a supporting tourist and educational facilities.

In this case, budget planning can help to make the activities more focused and planned. Thus, it will be able to minimize unneeded expenses. In preparing budget planning for tourism promotion activities can also use priority scale. This priority scale will determine what activities will be performed and how much funding is needed. Therefore, the planning of an activity budget should be planned individually.

2. Supporting and inhibiting factors of promotion strategy that has been done by the Department of Culture and Tourism of Malang City if it's seen by theory Marketing Mixed Strategy (4P), namely:

a. Supporting Factors (Product, Price, Promotion, Place)

One of the strategy that related to promotional activities (marketing) is a marketing mix strategy defined by Kotler and Armstrong, they said that “marketing mix as the set of controllable marketing variables that the firm bleads to produce the response it wants in the target market.” There are 4 elements of marketing mix that is:

1. Product

In marketing strategy, the product is an important element. Because the product will be able to influence other marketing strategies. Not just to buy or have the product, but also to be able to meet the needs and desires of every consumer. As stated by Mr. R. Agung H. Bhuana, SE, M.SE as The Head of Promotion Section Department of Culture and Tourism of Malang City:

"Museum Mpu Purwa is very interesting to be visited. While, Malang has a long history, and is the center of the kingdoms. Which of course the kingdoms left behind the relics. Here people can know the history and relics of these kingdoms. The goal is not to forget the history and civilization of Malang City. Products in terms of museums are museum collections (such as statues, statues, inscriptions) and service from this museum itself (the guide). Interesting products will be able to attract tourists to visit. "(Interview on February 15, 2018, at 13.00 and located at the Department of Culture and Tourism of Malang)

In accordance with what has been described by Mr. R. Agung H. Bhuana, SE, M.SE, Mpu Purwa Museum is a museum that has about 136 statues and statues from the Kingdom of Mpu Sindok up to Majapahit Kingdom. Heritage relics stored in this museum mostly in the form of statues and statues that date from the Kingdom of Mpu Sindok to the Majapahit Kingdom. Some of the statues are Brahma statues that have unique models, different from other Brahma statues ever found. This statue is a mascot of the Museum Mpu Purwa. Other than that, there are many statues of Ganesya in this museum, but the unique statue of Ganesya is the statue of Ganesya rat. This statue is small and Ganesya in this statue is depicted sitting on top of Musaka (a small mouse). This statue is the only statue in Indonesia that depicts the god is riding his ware. These statues are only most found in India. Then there are also Bodhisattva statues which are also only found in India. (mpupurwamalang.blogspot.co.id)

Mrs. Ida Ayu Made Wahyuni, SH, M.Si as The Head of Department of Culture and Tourism of Malang City also giving statement about product of Museum Mpu Purwa:

"Facilities that owned by Museum Mpu Purwa is also very supportive to serve as tourism and education. The exhibition designed this time using various technologies and concepts of modern and representative adapted to the museum collection. Equipment on the showroom are libraries, hollow boxes, dioramas, show cases and other supporters, so visitors will be more spoiled by various media supporters are more representative and beautiful. This arrangement is very important, because many collections in Museum Mpu Purwa in the form of statues and stupas that require special treatment because of age is quite old. "(Interview on February 9, 2018, at 09.00 and held at the Department of Culture and Tourism of Malang)

The effort that has been done by the Department of Culture and Tourism of Malang City in creating the museum more interesting is true. The museum made interesting is none other than aiming to attract the visiting power of domestic and foreign tourists. And shows that the museum today changed its face. If yesterday there is only a collection of heritage objects, but today the museum also can be used as a place of recreation and education which is interesting to visit.



Figure 18. Diorama

Source: Author's documentation.

The diorama is a three dimensional interactive learning that can describe phenomena. Diorama in Museum Mpu Purwa displays stories on the Singosari Kingdom and the figure of Mpu Purwa. This diorama is presented in miniature, so tourists can know the story contained and can feel the illustration through this diorama.



Figure 19. Showcase

Source: Author's documentation.

Showcase is a vitrin used to lay some statues. Equipped with interactive information media. These are blocks that can be twisted by visitors. This interactive block contains various explanations related to the statues on display and supporting information statues. (Book of Development and Supporting Building Museum Mpu Purwa Malang)



Figure 20. Statue with QRCode

Source: Author's documentation

Visitors don't need to bother to find the information from the entire collection that is in the museum. Visitors only need to install the QR Reader app on the playstore app on android as well as the App Store on ios and those on their respective smartphones for free. All the information and history of ancient objects there can be learned easily on the screen. Head of Promotion Section Department of Culture and Tourism of Malang City Mr. R. Agung H. Bhuana, SE, M.SE state that:

"The collection at the museum is already old, with the age that has been thousands of years. However, we want to show it to be more refreshed by using technology. All the collection of statues and inscriptions in the museum has been equipped with a barcode or called QRCode. Visitors only need to scan the QRCode mounted on each statue to download its historical information. It is one of the innovations presented by the Museum Mpu Purwa in order to be able to showcase from something ancient to something new. Service remains the present (following the times), but the collection of the past. "(Interview on February 15, 2018 at 13:00 pm in the Department of Culture and Tourism of Malang City)

2. Price

The role of price in this promotional strategy is the determination of the price that has been set into aspects of the consumer's impression of either the price is expensive, cheap or standard and also affect the activity of subsequent visits. Today the museum is known as an institution that is permanent, does not seek the profit, serves the community and develops it, is open to the public, cares for, connects and exhibits for the purpose of study, education and astonishment, the goods of human proof and its environment. This is in accordance with the statement Head of Section Tradition Value of Museum and Archeology, Mrs. Wiwik Wiharti Rodiah, M.Si:

"Museum Mpu Purwa under the maintenance of the Department of Culture and Tourism of Malang, which is a non-profit business. If you want to visit, tourists are free of charge. "(Interview on February 17, 2018, at 15.00 and located at the Department of Culture and Tourism of Malang)

Mrs. Wiwik Wiharti Rodiah, M.Si as Head of Section Tradition Value of Museum and Archeology also giving additional statement about price of Museum Mpu Purwa:

"Because the museum under the auspices of the Government of Malang City, especially the Department of Culture and Tourism of Malang, then this is a non-profit business. So it is not a desirable advantage, but the attraction of tourists themselves to conduct tours as well as this museum serves for research and as a source of information. "(Interview on February 15, 2018, at 15.00 and housed in the Department of Culture and Tourism of Malang)

The statement that has been explained by Mrs. Dra. Wiwik Wiharti Rodiah, M. Si as Head of Section Value of Museum and Archeology

Tradition in line with the data that researchers get. That to visit the Museum Mpu Purwa is not subject to tariffs.

Here are the existing museum data in Malang:

Table 8. Tariff Museums in Malang City

No.	Tourist attraction	Address	Managers/ Founders	Price of admission
1.	Museum Mpu Purwa	Soekarno Hatta Street, Griya Santha Housing Complex Block. B, No. 210, Malang.	Department of Culture and Tourism of Malang City	Free
2.	Museum Brawijaya	Ijen Street, No. 25 A, Gading Kasri, Klojen, Malang.	Kodam Brawijaya	Rp. 1.500
3.	Bentoel Historical Museum	Wiromargo Street No. 32 Malang.	P.T Bentoel	Free
4.	Indonesian Music's Museum	Nusakambangan Street No. 19, Kasin, Klojen, Malang.	Community of Katjoetangan Lovers	Rp. 5000 (free for childrens)
5.	Museum of Malang Tempo Doeloe	Gajahmada Street No. 2, Malang.	Dwi Cahyono (humanist)	Rp. 10.000–Rp. 25.000

Source: Department of Culture and Tourism Malang, 2017 and processed by the author.

From the five museums that has been mentioned on the table above, only Museum Mpu Purwa which stores objects of cultural heritage where the relics of the kingdom in Malang. And only this museum is managed by the Government of Malang, which is the Department of Culture and Tourism of Malang. Museum is an institution that does not seek the profit.

To visit this museum is free of charge. While today, museum is no longer bear the image as a collection of ancient objects, but also as an institution serving the public to serve as a center of information, education, as well as a comfortable place to serve as a tourist/recreation. The absence of entry tariff in the museum is also used as an value added of the allure of Museum Mpu Purwa.

3. Promotion

Promotion is one of the critical success factors of a marketing program. Promotion is essentially all activities intended to deliver or communicate a product or service to the target market to provide information about privileges, uses, and what matters most is the existence of the product so as to encourage consumers to purchase the product.

Sammeng (2001:192), revealed about the promotion of tourism, is promotional activities to increase transactions in the field of tourism consists of various forms of communication. The forms of communication activities that are intended are advertising, direct sales, publicity and public relations. In accordance with the opinion, based on interviewed with Mr. R. Agung H. Bhuana, SE, M.SE as Head of Tourism Promotion Section of Malang explained that Department of Culture and Tourism Malang City in its promotion effort are:

"Every year the Department of Culture and Tourism released a tourism book Malang City also be called Potential Book of Malang. Where the contents are about tourist information Malang, Tourism Industry, until the Event City of Malang. There is also the book Museum Mpu Purwa. Not only that, every year also make leaflets, brochures, banners, billboards, posters. Not infrequently also

conducted a meeting with artists and other parties in the rescue of cultural heritage objects. "(Interview on February 15, 2018, at 13.00 at the Department of Culture and Tourism of Malang City)

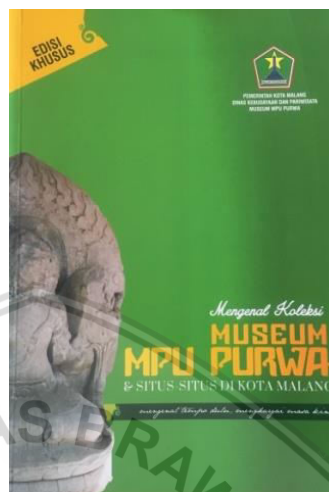


Figure 21. Book of Museum Mpu Purwa

Source: Department of Culture and Tourism of Malang, 2015.

That book is a book released by the Government of Malang City, Department of Culture and Tourism of Malang. The book "Knowing the Museum Collection of Mpu Purwa and Sites in Malang is issued in 2015. With this book, aims to provide information to the public about 212 collections of cultural heritage objects at the Museum Mpu Purwa, Kayutangan Church, Hotel Tugu, Punden Mbah Tugu, Punden Karuman, Punden Watu Gong, and other relics around the society. Mr. R. Agung H. Bhuana, SE, M.SE as The Head of Promotion Section Department of Culture and Tourism of Malang City also added that:

"Department of Culture and Tourism of Malang also updating data on the website of Culture and Tourism Office of Malang City every year. In order for the people of Malang can get the latest information, the public can also open instagram @malang.menyapa and @dutabudayadanmuseummalang. When organized events such as the selection of cultural ambassadors and museums of Malang, promotions were also made through advertisements on local television and radio, and in cooperation with the national newspaper Jawa Pos

to cover activities in Malang. And activities in Malang are also more often covered through local newspaper, Radar Malang. "(Interview on February 17, 2018 at 13.00 at the Department of Culture and Tourism of Malang)

Based on the statement above, it can be seen that the Department of Culture and Tourism of Malang City has a wide network to promote activities in the city of Malang to include the national. With a variety of ways such promotions will be increasingly able to introduce this tour to the public. And with this, is expected to make the domestic and foreign tourists increased and more interested again to come to the city of Malang and make a visit to the Museum Mpu Purwa. With the selection of Culture Ambassador and Museum of Malang City is also expected to help the Department of Culture and Tourism of Malang City in promoting and introducing it to the community.

There are various ways that have been done by the Department of Culture and Tourism of Malang City in providing information to the public. Information is very important in terms of promotion. Providing clear information to the public will increase the understanding of the community to understand what events organized by the Government of Malang City and can increase the attractiveness of the community to be able to participate in organizing the event.

4. Place

The place in the marketing mix is called the distribution channel, the channel where the product reaches the consumer. Distribution Channel (Kotler, 2000: 96), states that "The distribution channel consists of a set of

institutions that perform all activities (functions) used to channel the product and the status of its owner from producer to consumer". If the components of the place we associate with the museum, the above description is very important for us to note, all the above description also applies to the marketing of products (information) in the museum. Through interviews with Mrs. Mimin as caretaker of the museum explained that:

"The effort to revitalize the museum building has been started since 2014 and at the beginning of 2018, this museum already has a new face which is certainly more interesting and more comfortable to do tourism and education for the people of Malang city as well as domestic tourists and even foreign tourists. The geographical location of the museum is quite strategic because it is located in the city, in Griyasantha housing and right behind the Brawijaya University Hospital. Soekarno Hatta Road which became the main road in Malang City and direction towards Surabaya. "(Interview on 9 February 2018, at 11.00 at the place of Museum of Mpu Purwa).

Mrs. Mimin as caretaker of the museum also giving additional information about the story of museum:

"Formerly this was a public school, had a government that is Mojolangu 2 Elementary School. But remembering the students getting more and more shrinking year, the school finally closed. And by chance at that time there are plans to collect all Hindu-Buddhist relics scattered throughout the city of Malang. Finally the former school building was designated as a rescue hall for cultural heritage objects, and managed by my office, BPCB Trowulan. "(Interview on 9 February 2018 at 11.00 at the site of Mpu Purwa Museum).

The building of museum should be located in the central in every environment either of region, institution or individual. Museum Mpu Purwa is located at Soekarno Hatta Street Number 210, entered into the Griyasantha housing complex. The location of this museum is behind the

Brawijaya University Hospital. Access to reach the museum building should be strategic, for example, to be accessed using public transportation. Quite strategic to reach the museum building. Because of its location in the City and located on the main road in Malang, very easy to find city transportation. The city transportation that passes this road is CKL, JPK, ASD.

The design of the museum building is also very influential on the marketing of museum information products because the museum building is interesting, comfortable and informative can foster the motivation of users using museum information products. At the beginning of 2018, Museum Mpu Purwa has had a new face. Formerly this museum uses the former school building, but now the museum is able to compete with other museums. Today, Museum Mpu Purwa has adjusted the conditions and cultural development.



Figure 22. Museum Mpu Purwa before revitalized
Source: (mpupurwamalang.blogspot.co.id)



Figure 23. Museum Mpu Purwa after revitalized

Source: Author's Documentaton.

In order to support the status of the museum as a tourism and education, Department of Culture and Tourism of Malang City to revitalize the building. The revitalization of the building is started in 2014 and at the beginning of 2018 the museum revitalization was completed. Currently there is already a gazebo in front of the building of Museum Mpu Purwa and Department of Culture and Tourism of Malang, and there is also a park that there is a statue as a typical Museum Mpu Purwa. With the look of Museum Mpu Purwa that follow the development era, this museum is very worthy to be a place of recreation and education.

b. Inhibiting Factors (Product, Price, Promotion, Place)

1) Product

Product is an important element in marketing mix strategy because it can affect other marketing strategy. In the marketing mix, we must have a good product, quality and of course in accordance with the needs of our target customers or consumers. Regarding the products within the museum, researchers conducted interviews with Mrs. Nunuk S.E, as the Manager and Utilization of Regional Assets Sector in Department of Culture and Tourism of Malang explained that:

"About the statues/inscriptions displayed in one room with worker's office and living room is actually because of the limited of available space. Actually, this is a storage room, which stores statues/inscriptions of findings of the community and various other parties that have been identified. However, because some of the statues/inscriptions found are not intact, then deliberately placed in this storage space. Only the whole exhibited in the museum. "(Interview on February 9, 2018, at 16:05 held at the Department of Culture and Tourism of Malang)



Figure 24. Storage Room

Source: Author's Documentation

Museum Mpu Purwa is a museum managed by the Government of Malang. Museum which not only serves as a place of rescue and preservation of objects of cultural heritage, but also offer themselves as a place of travel and can provide information. But unfortunately, when the authors doing research there are some statues/inscriptions that do not have a place so temporarily placed in one room in the Department of Culture and Tourism of Malang. Some of the statues/inscriptions are not placed on the museum because of its shape is not intact, then the statue/inscription is not placed in the museum. But unfortunately, the objects are not intact are placed into one with the workspace and also the living room, there is no special place.

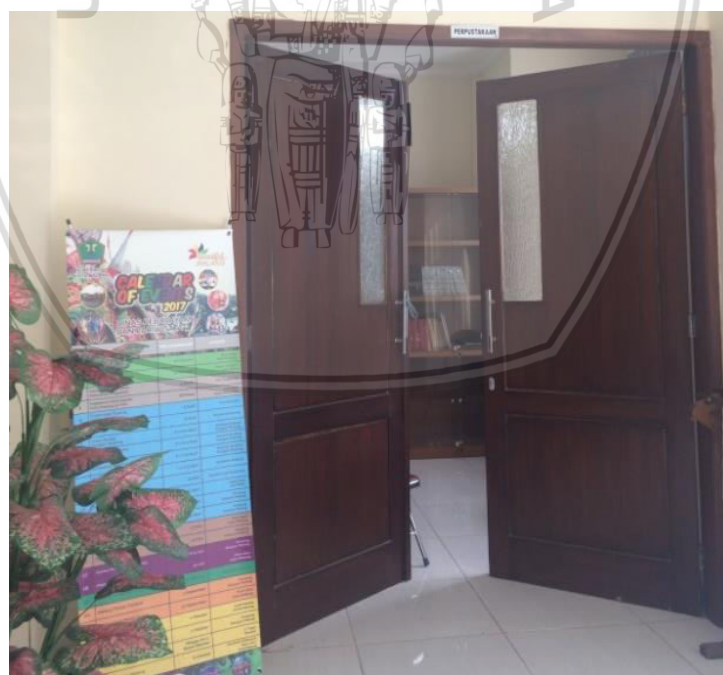


Figure 25. Library Room

Source: Author's Documentaion

Not only about the placement of statues / inscriptions, the existence of the library is also still not realized as it should be. In fact, if viewed, this

library as already feasible to function. But in fact, when the author entered the room it appears that the collection of books on the library is still very limited. Because in general, the books contained in this library is a grant from several communities/artists/other related parties.

2) Promotion

Promotion is a communication tool that can provide explanations to convince potential customers about goods or services. Promotion can also be useful for informing people about a product and persuading target markets or buyers in order to buy the products they offer. Department of Culture and Tourism of Malang City has sought to promote the Museum of Mpu Purwa through the media website and blogspot museum. In the previous interview, Mr. R. Agung H. Bhuana, SE, M.SE as Head of Tourism Promotion Section stated:

"Department of Culture and Tourism of Malang also update the data on their website in every year. (interview on February 15, 2018 at 13.00 at the Department of Culture and Tourism of Malang)"

Mr. R. Agung H. Bhuana, SE, M.SE as Head of Tourism Promotion Section of Malang explained that Department of Culture and Tourism Malang City also giving statement:

"Many efforts that has been done by the Department of Culture and Tourism Malang City in promoting. In addition to the website, also by creating a special instagram of cultural ambassadors associations and museum of Malang City and instagram Malang Menyapa. All the latest information can be obtained there. Because the demands of the community now prefer to access instagram, then we also welcome the demand by having an official instagram and cultural ambassador. "(Interview on February 15, 2018 at 13.00 at the Department of Culture and Tourism of Malang)"

However, on the website of the Culture and Tourism Office of Malang, just give information about every image of the statue/inscription only. There is no information about the existence of Museum Mpu Purwa which can be used as tourism and education. In fact, the general description of Museum Mpu Purwa is also not available on the website.

On their blogspot that owned by Museum Mpu Purwa also less provide information about the current state of the museum. In fact, the museum is now very changed from the design of the building to the collection that support as tourism and education. The absence of updating data on this blogspot will greatly affect the promotion and attractiveness of tourists.

3) Place

It is a place used to market a product. One important factor that is useful for marketing done to run with maximum. And the product can be easily found by consumers who need it. Mrs. Mimin as caretaker of the museum explained about the place, that:

"The existence of this museum is exactly behind the Hospital of a University. And the place that goes into the Griyasantha housing complex is not uncommon for people to understand the location of this museum is located. "(Interview on February 9, 2018 at 11.00 at the Museum Mpu Purwa).

Although the address begins with "Soekarno Hatta Street ", this museum is not located at the edge of the protocol road. There is only a yellow board with the name of the museum and the red indicator arrow is on the middle green path. The board pointed to the Brawijaya University

Hospital instead of a museum. Located behind the Hospital of Brawijaya University is not infrequently people who want to visit the confusion is often located from the Museum Mpu Purwa which entered the Griyasantha housing complex. It is also said by Mrs. Mimin as the caretaker of museum:

"Because of the location of this museum inside the Griyasantha housing complex with narrow road access, then large vehicles such as buses can not reach this Mpu Purwa Museum. However, the bus can park in Taman Krida Budaya sebrang this street. "(Interview on February 9, 2018 at 11.00 at the Museum Mpu Purwa place).

Meanwhile, regarding the accessibility of the museum building is strategic enough to reach the museum building. Because of its location in the City and located on the main road in Malang, very easy to find city transportation. However, if there is a study tour to the Museum Mpu Purwa, large vehicles such as elves and buses can not reach the museum. Due to the narrow streets because the museum is located in the Griyasantha residential complex. So, if there is a group of tourists who come, then the bus is parked in the Taman Krida Budaya belonging to the Government of East Java Province located across on the street.



Figure 26. Directions of Museum Mpu Purwa (before any additions)

Source: Author Documentation (2017)

Based on the figure above is very clear how the directions to the Museum Mpu Purwa leads to the hospital, it's can be confusing for tourists who want to visit to the museum. It does not lead to the Museum, but looks lead to the University Hospital. The placement and shape of the directions (size, type and color of the text) is still less able to be a concern. It is placed next to the tree and looks back to the billboard. And the size is less large to be seen and attract the attention of road users who pass through. In January 2018, revitalization little by little done by the Department of Culture and Tourism of Malang City to improve the less than Museum Mpu Purwa and of course also to the Department of Culture and Tourism of Malang City itself.



Figure 27. Additional Directions
Source: Author's Documentation (2018)

The additional of directions that have been done by the Department of Culture and Tourism of Malang is shown in the figure above looks in vain. Inaccurate directions placement like repeating the previous error. It can be seen that the directions are located after the tree, and the turn direction to

the Griyasantha Housing Complex. It is clear enough that the existence of such directions is again less of a concern for passing road users.

D. Discussion of Research Focus

1. Promotion Strategy by The Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as tourism destination

Promotion as one of the missions to develop tourism (especially educational tourism museum) has the sense that the communication activities of tourism organizers trying to influence the audience from where the product sales depend (Pitana and Suryadiatra, 2009: 177). Promotion can work for two parties, first for travelers, and second for intermediary buyers or travel agencies.

The role of the Department of Culture and Tourism of Malang City in this case is very important in supporting tourism activities including in this museum promotion activities. In accordance with Mayor of Malang Number 38 year 2016, which contains the Main Duty and Function Department of Culture and Tourism of Malang City in article 3 paragraph 2 on the first, seven, ten and eleven point "Department of Culture and Tourism has a function in preparation of planning, manage the cultural heritage, and doing promotion of tourism potential." So it is clear in the implementation, it takes a promotional strategy that can help the Department of Culture and Tourism in achieving goals that have been made in accordance with the vision and mission. Where the vision and

mission is very useful in creating a good museum reputation to enhance the attraction of the museum in front of the public.

As a government organization, the Department of Culture and Tourism of Malang City has a strategy that refers to the vision and mission of Malang City, namely: developing, promoting and making tourism Malang City become a leading tourism destination that upholds religious norms-tolerant, customs, local wisdom, environmental preservation and typical characteristics of Malang City. In order to become a leading destination, it takes a good relationship between the various elements that exist. According to Leiper (1990), states that there are three (3) main components that must be well managed by a destination is the tourists, the region (objects and attractions), and information about its region (Pitana and Gayatri, 2005: 100). Given that now, information is the most important thing to do with a region to be managed as a destination. Thus, promotion is a very important variable in relation to tourism marketing strategy plan.

Promotion according to Payne (2000: 28), is a communication program that deals with the marketing of products and services. In the promotion of tourism, promotion is a communication activity between tourism organizations to all levels of society so that people are interested to visit the object of tourist attraction offered. Promotion of tourism is not necessarily done, but must go through some analysis first. Promotional analyzes can be seen from several aspects, namely:

a. Activities and Promotion Programs

Department of Culture and Tourism of Malang City is very important role in having and develop activities/programs that directly relate to tourism promotion. Activities and programs is one form of promotion strategy made by the Department of Culture and Tourism of Malang in developing tourism. Activities and programs are implemented not only in the country, but also to overseas through the exhibition or so forth.

Sammeng (2001: 192), revealed about the promotion of tourism, is promotional activities to increase transactions in the field of tourism consists of various forms of communication. The forms of communication activities that are intended are advertensi, direct sales, publicity, and other promotional activities. Through the explanation, the promotional activities in the Museum Mpu Purwa can be marked by the existence of the activities of advertisement (through brochures); direct sales through workshops; and publicity (via website, instagram, android apps, leaflets, book tourism potential).

In addition, promotion can also be done through the selection of Cultural and Museum Ambassadors in Malang. With thus ambassador of the museum, is expected to ease the burden of Malang City Government, especially the Department of Culture and Tourism of Malang City in conducting promotional activities. Considering, the Department of Culture and Tourism certainly can not perform every

activity and tourism promotion by themselves, but also very necessary to include cultural ambassadors, artists and the public and private parties to take part in taking part in tourism promotion activities in Malang. With the existence of these promotional activities indicate that the Department of Culture and Tourism of Malang has conducted activities/promotional programs of tourism in accordance with the previously planned and in the implementation is good enough.

It is expected that through promotion can reach the target market of society and business that will buy what has been promoted before, in this case that is object of attraction and education, Museum Mpu Purwa. With regard to this research, through the stages of the promotion of existing museums, it will be easier to analyze the promotion of Museum Mpu Purwa.

b. Cooperation in Tourism Promotion

In order to promote the promotion of tourism, the role of the government is very necessary, the government is able to synergize with the parties directly related to the tourism sector. As explained in the above points about tourism promotion activities and programs, the Office of Culture and Tourism of Malang City has many agenda which of course in its implementation can not be done by themselves. In this case to help the government's performance, alleviate the burden of dependents the government connects promotional activities by holding various parties who hold an important part in tourism. Like the artists,

the team of cultural conservationists, explorers, cultural ambassadors and museums, and of course the surrounding community.

According to Leiper in Pitana (2009: 63-64), there are four major sectors in the tourism industry, including:

1. The accommodation sector, as providers of temporary residences. Department of Culture and Tourism in addition to working together with the surrounding community who provides guest house or homestay, also in cooperation with PHRI (Association Hotel and Restaurant Indonesia) who play a role in providing accommodation with hotel and restaurant facilities that can support the convenience of tourists visiting the city of Malang.
2. Sector Tour Operation, which includes the organization and provider of tour packages and marketing sectors covering all marketing units. For example, with the sale of tourism products. In this case, the Department of Culture and Tourism of Malang City has cooperated with ASITA (Association of The Indonesian Tours and Travel Agencies) which in tourism promotion activities play a role in providing transportation services for tour packages.
3. Supporting sectors that include the implementation of tourism activities one of which is the assistance of the Ministry of Education and Culture in the provision of funds for the

procurement of showroom space, movie, gazebo and revitalization of buildings at the Museum Mpu Purwa.

4. The communications sector, which includes the form and type of public transportation. Culture and Tourism Office of Malang City provides 2 tourism buses known as MACYTO (Malang City Tour) through CSR with private parties.

Through the cooperation that has been established between the Department of Culture and Tourism of Malang with the parties who contribute to the development of tourism promotion in Malang for better. As in Mayor Regulation No. 38 year 2016 on the main tasks of product development and promotion of tourism in Malang, the implementation of cooperation in the field of product development and tourism promotion. A good cooperation between the Department of Culture and Tourism of Malang City with business actors or related parties will facilitate the promotion of culture in the city of Malang in this case is the Museum Mpu Purwa. A good cooperation will be able to answer the demands of the Ministry of Education and Culture in achieving the target of 300,000 museum visits per year.

c. Budget of Promotion Activities

According to Edward III (Widodo, 2007: 100) about resources, are human resources, budget and equipment, and if in the implementation of limited budget activities, it will cause the quality of public services

provided to the community will also be limited. To create a better country, the support of each region is necessary. The success of each region will affect the income success of a country. Currently, incessantly conducted a system of government that put forward the transparency of regional budgets whether the budget is appropriate in its use or not. In this modern era, the transparency of the budget is very heavily done using the help of technology (internet). Through the internet, people can easily see whether the budget in the region is as needed or not.

Tourism promotion activities is to introduce tourism city tour that is planned tour to visit attraction object or also tourist attraction contained in one city. With the tour, the domestic tourists and foreign tourists can enjoy museums, monuments, historic buildings, and parks and other tours in the city of Malang. Given, Malang has a unique history, interesting and long to be studied and studied. Malang was once the center of the Kingdom of Kanjuruhan, Tumapel and is the territory of the Ancient Mataram Kingdom and Majapahit Kingdom. Malang City has also been the center of Sengguruh Kingdom which is the last kingdom in Java Island. The kingdoms of course leave behind the relics. In the budget, there has also been a set of funds for data collection and evacuation of cultural heritage objects. In running a program not only the budget is required. However, it also requires awareness of each party that is related directly or indirectly.

2. Supporting and inhibiting factors of promotion strategy that has been done by the Department of Culture and Tourism of Malang City if it's seen by theory Marketing Mixed Strategy (4P)

a. Supporting Factors (Product, Price, Promotion, Place)

1) Product

According to Sumarni and Soeprihanto (2010: 274), "Products are anything that can be offered in the market to get attention, demand, use or consumption that can meet the wants or needs". Not only always in the form of goods but can also be a service or a combination of both (goods and services) that become components of the product.

Marketing basically aims to meet and satisfy the needs and desires of targeted tourists or targeted tourists. The field of behavioral science of tourists examines how individuals, groups, and organizations choose, buy, use, and utilize a product in order to satisfy the needs and desires of tourists. The biggest challenge facing the tourist destination, especially the marketing department, so far how to influence the behavior of tourists in order to support the products (goods and services) offered to tourists. The most important goal of any promotion is to influence travelers to visit, but purchasing is only one part of the whole process of consumer behavior.

In creating the museum more interesting to visit and serve as a tourist destination when visiting the city of Malang, the Department of Culture and Tourism of Malang is enough to make it. With the information cube, diorama, movie, display space and library can change the image of the museum becomes more interesting and comfortable to visit. In this museum there are also various activities such as educational activities that are active such as: Lecture, Discussion, Course, Library, Slide Show, Documentary film, scientific film, Publishing catalog related to the program implemented by the museum. With these activities the museum is not only a place to showcase collectibles but also able to be a mentor who explains directly the museum activities and socialization of museum programs such as the appeal of the importance of sharing knowledge and information to the general public about collectibles rather than in personally owned.

2) Price

According to Sumarni and Soeprihanto (2010: 281), the price is, "The sum of money (plus some products if possible) is needed to obtain some combination of goods and services". The company will determine the price of the product that is ready to be marketed.

The definition of the museum is presented by the American Association of Museums (AAM) in (Kotler, 2008: 8), namely:

museums held as public or private non-profit organizations that exist permanently for basic aesthetic purposes of education and

every individual needs to know and learn how to love objects of life or death, because the museum is open to the public then managers are regularly obliged to develop what is become the identity of the nation.

Through the definition of the museum that has been submitted by AAM, there appears to be an emphasis that the museum is a reliable source of education and information sources. The purpose of both definitions is the emphasis that the museum is a non-profit institution. However, because the emphasis is often interpreted that museums should not seek profit (profit) at all. In fact, the meaning of the museum as a non-profit institution is that the museum is not as a place or institution to seek profit. Based on these definitions, it can also be drawn from the conclusion that museums are non-profit institutions that serve the public with the aim of collecting, preserving, researching, communicating, exhibiting human and environmental evidence for the purpose of study, education and pleasure. However, some experts reveal that the notion of the museum is too focused on the collection.

Based on the statement above is applied also by the Government of Malang City, especially the Department of Culture and Tourism of Malang. If tourists want to visit the Museum Mpu Purwa, do not worry will be charged. Tourists simply come and enjoy all the information there. The museum is open daily from 08.30 - 15.00 WIB.

3) Promotion

According Tjiptono (2008: 219), the essence of promotion is a form of marketing communication. What is meant by marketing communications is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the target market of the company and its products to be willing to accept, buy and loyal to the products offered by the company/organization concerned.

The role of the Department of Culture and Tourism of Malang City in this case is very important in supporting tourism activities including in this museum promotion activities. In accordance with the Regulation of Mayor of Malang Number 38 year 2016 which contains the Mayor of Malang Number 38 year 2016, which contains the Main Duty and Function Department of Culture and Tourism of Malang City in article 3 paragraph 2 on the first, seven, ten and eleven point "Department of Culture and Tourism has a function in preparation of planning, manage the cultural heritage, and doing promotion of tourism potential." So it is clear in the implementation, it takes a promotional strategy that can help the Department of Culture and Tourism in achieving goals that have been made in accordance with the vision and mission. Where the vision and mission is very useful in creating a good museum reputation to enhance the attraction of the museum in front of the public.

Promotion as one of the missions to develop tourism (especially educational tourism museum) has the sense that the communication activities of tourism organizers trying to influence the audience from where the product sales depend (Pitana and Suryadiatra, 2009:177). Promotion can work for two parties, first for travelers, and second for intermediary buyers or travel agencies. Department of Culture and Tourism of Malang City as the shareholder in tourism promotion activities is very responsible for the promotion strategy of tourism promotion activities and museum promotion activities in Museum Mpu Purwa is good and interesting. Department of Culture and Tourism of Malang City has done a good promotion. One of the promotions that have been done is the selection of Cultural Ambassadors and Museum of Malang City.

With the selection of Culture Ambassadors and Museum of Malang City is expected to be able to understand, animate, appreciate and promote culture in Malang City to many parties and can invite people to love museum more. The more interesting and interesting promotions made by Malang City, it is expected to attract more tourists to visit Malang and make Museum Mpu Purwa as one of the tourist destinations that will be visited when visiting to Malang.

4) Place

The place in the marketing mix is called the distribution channel, the channel where the product reaches the consumer. Distribution Channel (Kotler, 2000: 96), states that "The distribution channel consists of a set of institutions that perform all activities (functions) used to channel the product and the status of its owner from producer to consumer".

When viewed through geographical location, the museum building is in the central of the city. With the placement of museums located in the central city, it will make it easier for tourists to travel tours. Mpu Purwa Museum is located in strategic area, having its address at Soekarno Hatta's Street number 210, entered into the Griyasantha housing complex. The location of this museum is behind the Hospital of Brawijaya University. Location of Museum Mpu Purwa is one address and the building side by side with the Department of Culture and Tourism of Malang.

Meanwhile, if the accessibility of the museum building, strategic enough to reach the museum building. Because of its location in the City and located on the main road in Malang, very easy to find city transportation. The city transportation that passes this road is CKL, JPK, ASD. And the design of the museum building, early 2018 Museum Mpu Purwa has a new face. The former used the former school building, now the museum is able to compete with other

museums. Museum Mpu Purwa has now adjusted the conditions and cultural development. Revitalization of the museum becomes one part of the preparation of the master plan for the promotion of culture.

Malang City has two (2) Bus Tourism named Macyto. The special tour bus of Malang City is the result of CSR (Corporate Social Responsibility). Buses that usually operate two (2) times a day ie at 09.00 and 12.00 is free of charge. Tourists will be invited to go around free of charge with City Hall route, Merdeka Square, Kawi Street, Ijen Street, and go back again to City Hall.

b. Inhibiting Factors (Product, Price, Promotion, Place)

1) Product

According to Sumarni and Soeprihanto (2010: 274), "Products are anything that can be offered in the market to get attention, demand, use or consumption that can meet the wants or needs". Not only always in the form of goods but can also be a service or a combination of both (goods and services) that become components of the product.

Due to limited space, the storage room becomes one room with workplace employees and additional living room. Because Museum Mpu Purwa has many relics that all of them can not be on display, because there are some discovery is not intact then placed in the storage room. However, due to limited space owned by the Department of Culture and Tourism of Malang City in the workplace of employees, then for a while into one room with storage room.

While the lack of collection of books in the Library cause its function is not running properly. It is necessary cooperation with related parties in the procurement of books on the library collection so that it can work and can be enjoyed by tourists who visit.

2) Promotion

According Tjiptono (2008: 219), the essence of promotion is a form of marketing communication. What is meant by marketing communications is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the target market of the company and its products to be willing to accept, buy and loyal to the products offered by the company/organization concerned. Like museums in general, Museum Mpu Purwa also rely on media campaigns such as leaflets, brochures, tourism activities such as the selection of cultural ambassadors and museums of Malang City, as well as through websites, blogspot and instagram.

Online marketing of products and services is one of the most widely used strategies in the present. The highest number of internet users and the ease of the process make it a admired for many people. Therefore through it, the Department of Culture and Tourism of Malang City better pay more attention to update the latest information on the website, blogspot or other media.

3) Place

The place in the marketing mix is called the distribution channel, the channel where the product reaches the consumer. Distribution Channel (Kotler, 2000: 96), states that "The distribution channel consists of a set of institutions that perform all activities (functions) used to channel the product and the status of its owner from producer to consumer".

If the components of the place we associate with the museum, the above description is very important for us to note, all the above description also applies to the marketing of products (information) in the museum. In order for the public to easily reach the museum, the Department of Culture and Tourism should pay more attention to the placement of directions. And pay attention to the size, as well as the colors that can attract the attention of passing road users. While the accessibility to the museum, because the museum is located within the Griyasantha housing complex that access road is quite narrow then can not be passed by large vehicles then the Department of Culture and Tourism of Malang city would not want to use the parking lot at Taman Krida Budaya owned by the Government of East Java Province. At once this can be a promotion as well for Taman Krida Budaya for tourists to know the existence of Taman Krida Budaya owned by The Government Province of East Java which serves as a social cultural performances facility in the city of Malang.

CHAPTER V

CLOSURE

A. Conclusion

Based on the research and discussion about Promotion Strategy by Malang City Government in Creating Museum Mpu Purwa as Tourism Destination (Study at The Department of Culture and Tourism of Malang City), hence in this chapter can be concluded some things as follows:

1. Promotion Strategy by The Department of Culture and Tourism of Malang City in creating Museum Mpu Purwa as tourism destination that are:

- a. Activities and Promotion Programs

The Department of Culture and Tourism Malang City has various types of activities and promotional programs for Museum Mpu Purwa which is routinely done to introduce widely to the public, as well as domestic and foreign tourists that the city of Malang has a long history that we can learn and we know evidence of the existence of the kingdom in the city of Malang is easily found in the Museum Mpu Purwa. The Ministry of Culture and Tourism in its activities not only focus on promotion but also empower and build artists, cultural, cultural ambassadors and museums, as well as other parties participating in the preservation, preservation, and promotion of cultural heritage in Malang. However, the website

and blog spot of Museum Mpu Purwa still need to be considered by improving the information in updating data about Mpu Purwa Museum at this time.

a. Cooperation in Tourism Promotion

Cooperation in tourism promotion that has been done by The Department of Culture and Tourism of Malang is running well, but still, need improvements in the communication between related parties. Such as communication in terms of procurement tour package museum with the parties concerned. In this case is tour and travel and also manager of museum in Malang City.

b. Budget of Promotion Activities

Budget of promotional activities are needed in order to carry out any activities and programs that have been made, because if there is a lack of budget, then the activities and programs can't run with properly. Because the Museum Mpu Purwa is a cultural heritage whose existence is very attention and need to be preserved, and in order to answer the strategy plan Kemendikbud 2015-2019 then the funds needed apart from the budget is also required funds from the state budget. Funding support from APBN especially the Ministry of Education and Culture is used to develop the Museum Mpu Purwa into a museum that not only presenting cultural information (historical relics), but the information is made more interesting by using technology. So the image of the museum will change to be

more modern, not old-fashioned and people will not feel bored but will be more interested to learn it.

2. Supporting and inhibiting factors of promotion strategy that has been done by the Department of Culture and Tourism of Malang City if it's seen by theory Marketing Mixed Strategy (4P), namely:

- a. Supporting Factors

- 1) Product

In the Product component offered by Museum Mpu Purwa has been very good because Museum Mpu Purwa currently has brought interactive technology in getting information on its collections, thus making a new impression on a comfortable museum to serve as tourist attractions and education.

- 2) Promotion

The Government of Malang City especially the Department of Culture and Tourism of Malang has been very good in doing promotions, with all kind of activities and programs offered. Such as Selection of Cultural Ambassadors and Museum of Malang City, Sarahsehan, making of tourism book, workshop of community and artist community development, etc.

- 3) Price

Component of price has been very good because Museum Mpu Purwa is a state-owned museum that is financed by the

government and is a non-profit institution that does not seek profit, so to be able to visit, visitors will not be charged.

4) Place

The final component is Place, the existence of the Museum Mpu Purwa has been revitalized to be much better in presenting as a tourist and educational place of interest to visit. Museum Mpu Purwa has strategic location because the location is in the Griya Shanta Housing Complex, which is located in the middle of the city. So it is very easy to help promotion because of its presence in the city center.

b. Inhibiting Factors

1) Product

Even though the showcase product facilities that offered by Museum Mpu Purwa have brought the technology, but still must pay attention again for the library in Museum Mpu Purwa to increase the number of book collections for the function of the library can run properly. And can also function as storage room of Museum Mpu Purwa as necessarily.

2) Promotion

The Government of Malang City especially the Department of Culture and Tourism of Malang City has been very good in doing promotion, but must pay more attention in terms of

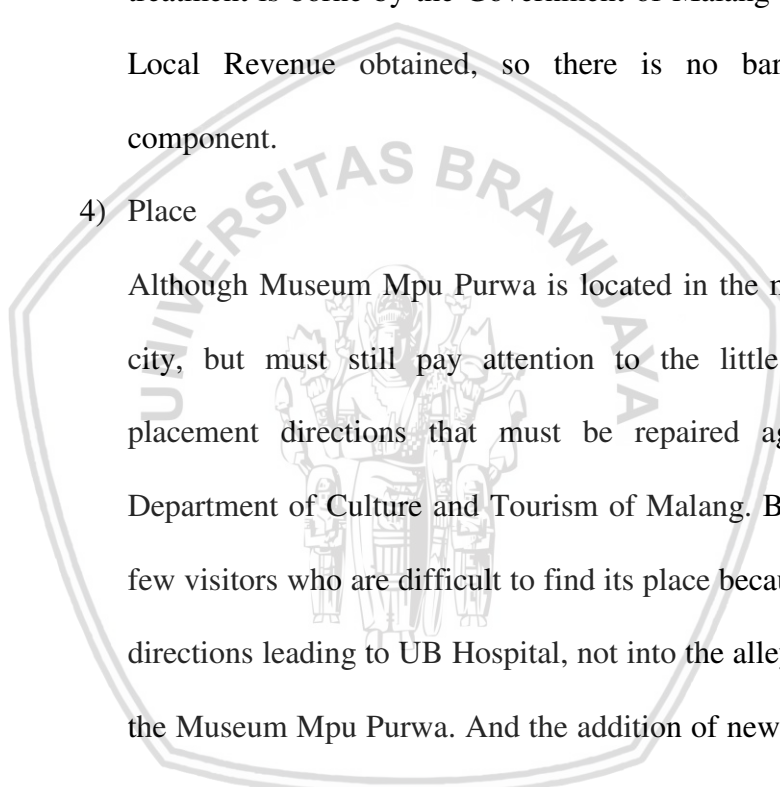
updating data, especially on the official website and blogspot of museum about the latest information about the museum.

3) Price

Because Museum Mpu Purwa is an institution that does not seek profit (non profit organization) and financing the treatment is borne by the Government of Malang City through Local Revenue obtained, so there is no barrier to this component.

4) Place

Although Museum Mpu Purwa is located in the middle of the city, but must still pay attention to the little things like placement directions that must be repaired again by the Department of Culture and Tourism of Malang. Because not a few visitors who are difficult to find its place because of seeing directions leading to UB Hospital, not into the alley entrance to the Museum Mpu Purwa. And the addition of new directions is also located behind the tree and the balihos and placements are also on the right when we are about to turn into the Griya Shanta Housing Complex. So that the placement is less a concern of road users and visitors who want to Museum Mpu Purwa.



B. Recommendation

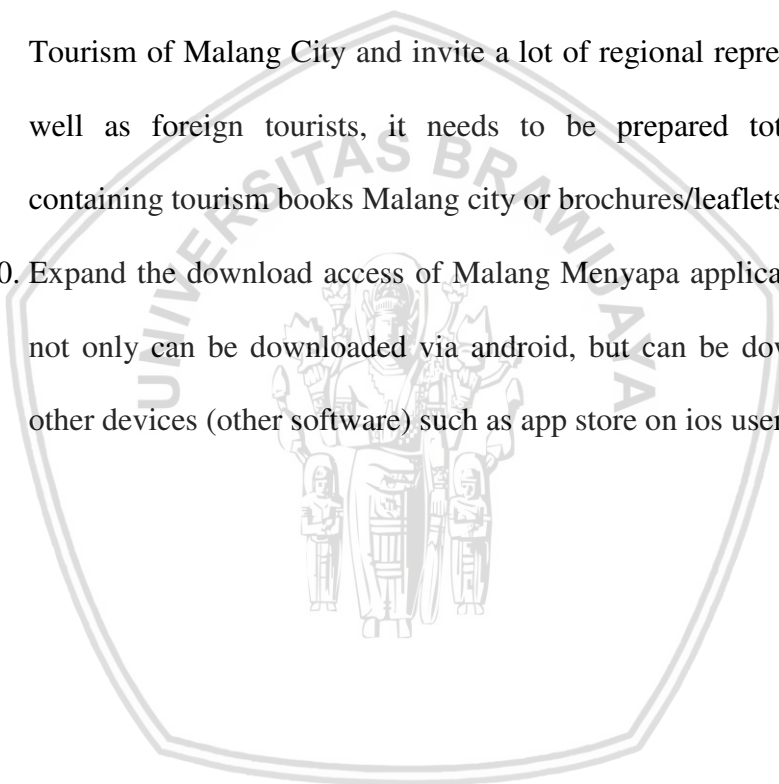
1. Department of Culture and Tourism in Malang City has two (2) tour buses known as Macyto (Malang City Tour). Macyto is a special tourism bus that takes tourists to go around Malang City with City Hall route, Merdeka Square, and along the way of Ijen's street. Well, the Department of Culture and Tourism in Malang City should be adding the route by visiting the Museum Mpu Purwa. So, tourists are not only invited to go around with the tour bus Macyto, but also invited to visit the Museum Mpu Purwa is very convenient to visit as tourism and education. And can introduce to tourists about this place, which deviates a long history of the city of Malang. Tourists can study the historical relics that exist in the city of Malang. With this, will add a special attraction when tourists want to visit Malang.
2. It is common knowledge that today's internet media has enormous benefits. By using the website or blog, Malang City Government can promote its products and services easily by displaying its products (diorama, showcase, film, library, etc.) on their blog or website. Therefore information or updating data is necessary in order to add attraction to visit Museum Mpu Purwa. As an example on websites that can serve a short videos to invite and attract visitors to the site to be interested in visiting the Museum Mpu Purwa.
3. Mpu Purwa Museum has 136 statues, reliefs, ancient stines, bricks, and statues that display inside the museum and some are placed in the

storage room. It is good to have a rolling of statues/inscriptions in the storage room to the showroom. So that visitors do not feel bored.

4. Limitations of the books' collection on the Museum Mpu Puwa's Library, the Department of Culture and Tourism of Malang City should have in cooperation with artists or other parties involved in the procurement of a collection of books. So this Library can function properly.
5. In a setting the directions to the sights (Museum Mpu Purwa) must be clear. Because it is necessary for tourists who will visit to the Museum. In setting of the direction board to the museum is one form of service to tourists. Placement directions to the museum should be more attention, regarding the size, color and position placement in order to attract the attention of road users who pass and facilitate tourists who want to visit.
6. Need for additional facilities such as CCTV in the museum. In order to avoid unwanted things.
7. Department of Culture and Tourism of Malang City should have to cooperate with tour and travel party to be able to hold tour package of the museum in order to reach the target from Kemendikbud strategic plan 2015-2019 targeting 300,000 visitor visit every year.
8. Department of Culture and Tourism of Malang City should be held a competition of cultural heritage movies (sites) in Malang. This can provide an opportunity for video creators, community in Malang City

to participate in promotion Museum Mpu Purwa and cultural heritage in Malang City. then the film can be exhibited to tourists visiting the city of Malang and can be promotional materials in the website and social media Department of Culture and Tourism of Malang and social media from Cultural Ambassadors and Museum of Malang City.

9. When there is a tourism event held by the Department of Culture and Tourism of Malang City and invite a lot of regional representatives as well as foreign tourists, it needs to be prepared tote bag gifts containing tourism books Malang city or brochures/leaflets and such.
10. Expand the download access of Malang Menyapa application. So that not only can be downloaded via android, but can be downloaded by other devices (other software) such as app store on ios users.



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APPENDICES

Photo about the sign of approval and the inauguration of Ancient Rescue Hall of Mpu Purwa by the Mayor of Malang Drs. Peni Suparto in 2004.



Photo revitalization of Museum Mpu Purwa's building.



Photo of the researcher with Mrs. Nunuk S.E, as the Management and Utilization of Regional Assets Sector of Department of Culture and Tourism of Malang City in order to accompany The Cultural Ambassadors and Museum of Malang City to attend Batikku Batikmu Fashion Parade event in Mojokerto City on April 28, 2018.



Photo of Mrs. Mimin as Caretaker of Museum Mpu Purwa in guiding the visitors.



Photo's of Mrs. Dra. Wiwik Wiharti Rodiah, M.S as Head of Section Tradition Value of Museum and Archeology in helping to direct tourists who visit.



Photo's of Mr. R. Agung H. Bhuana, SE, M.SE as The Head of Promotion Section of The Department of Culture and Tourism of Malang City in providing information about the statue that became the icon of the Museum Mpu Purwa.



[illegible]

The image shows a vertical banner for the 'Makan Nakam' app. At the top, there are logos for 'Beautiful ALABO' and 'bapd'. The main part of the banner features a large smartphone screen displaying the app's interface. The app shows a night view of a city, the title 'Makan Nakam', and a list of services: Food, Travel, Hotel, Shopping, Entertainment, and Destination. A central red dragon icon is highlighted with a white arrow. The banner also includes logos for 'Beautiful ALABO' and 'bapd', a contact number '0341 4045115', and a 'GET IT ON Google Play' button.

Photo of leaflet and book of tourism attraction by Department of Culture and Tourism of Malang City.



Photo information of Museum Mpu Purwa on Malang Menyapa's application.



Photo of The Cultural Ambassador and Museum of Malang City in provision of knowledge about the Museum Mpu Purwa.





Photo Bus of Macyto (Malang City Tour).





PEMERINTAH KOTA MALANG
DINAS KEBUDAYAAN DAN PARIWISATA

Museum Mpu Purwa, Jl. Soekarno Hatta B. 210 Kel. Mojolangu Kec Lowokwaru

kode pos 65142, Nomor Telephon 0341-404515

E-mail : budpar@malangkota.go.id

Website : www.budpar.malangkota.go.id

SURAT KETERANGAN

Nomor: 556/279/35.73.314.2018

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Dengan ini menerangkan bahwa:

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Universitas : UNIVERSITAS BRAWIJAYA MALANG

Telah melaksanakan Penelitian/Observasi pada Dinas Kebudayaan dan Pariwisata Kota Malang, bulan Pebruari s.d Maret 2018.

Demikian surat ini kami buat untuk dipergunakan sebagaimana mestinya.

Malang, 29 Maret 2018

**KEPALA DINAS
KEBUDAYAAN DAN PARIWISATA
KOTA MALANG**



IDA AYU MADE WAHYUNI, SH., M.Si

Pembina Utama Muda

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